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Price Chopper Donates \$27K To Dream Factory

KANSAS CITY, Kan. -- Shoppers purchasing many of the best-known national brands at Price Chopper Stores here during June enabled the grocery chain to make a \$27,000 contribution to a local children's charity.

Price Chopper's support of Kansas City's Dream Factory, which helps ill children realize their dreams, represents the third consecutive year the chain has backed the local charity, which has netted a combined \$77,000 to date.

"Our customers' support of several popular brands represented by Advantage Sales and Marketing enabled us to make a \$27,000 contribution to Dream Factory," says Price Chopper sales manager Adam Rini. "Helping to make dreams come true for deserving children is a dream come true for Price Chopper and our customers."

The products represented by Advantage Sales and Marketing included: Starkist Tuna, Del Monte, Breyers Ice Cream, Country Crock, Lipton Teas, Ragu, Daisy Sour Cream, NatraTaste Sugar Substitute, Pedigree Dog Food, Imperial Margarine, Nice 'n Fluffy Fabric Softener, XTRA Detergent, Sweet 'N Low, Edwards Pies, Michelina's and Budget Gourmet Frozen Dinners, and Klondike Ice Cream.

"Price Chopper customers, through this effort, are many of Dream Factory's largest and most important supporters," said Gavan Stekete, president of the Dream Factory. "Every purchase helps to bring smiles to the faces of special children and their families. Thank you to Price Chopper and its customers for continuing to make dreams come true in Kansas City."

Price Chopper is Metropolitan Kansas City's leading grocery chain with 43 stores in Kansas City, four stores in Topeka, and two in St. Joseph, Mo. The Kansas City Price Choppers are locally owned by the Ball, Cosentino, McKeever, Queen/Morris, and Nolting families.

Advantage Sales and Marketing, LLC, is one of the country's leading sales and marketing agencies specializing in outsourced sales, merchandising, and marketing services to manufacturers, suppliers, and producers of food products and consumer goods.

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