

FOR IMMEDIATE RELEASE: July 19, 2011



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Outpost Natural Foods offers ice-cream social fundraiser to benefit Hunger Task Force

What: Buy A Scoop for the Hungry
When: Saturday, July 23, 2011
Time: 11 a.m. – 1 p.m.
Where: All Outpost Natural Foods store locations

- 100 East Capitol Drive, Milwaukee
- 7000 West State Street, Wauwatosa
- 2826 South Kinnickinnic Avenue, Milwaukee

Goal: \$500 in cash donations

Profile:

For a minimum donation of \$1, people will receive a creamy, delicious scoop of chocolate or vanilla Sassy Cow ice cream, either on a cone or in a cup.

It's a great way to beat the summer heat wave and help people in need!

Buy A Scoop for the Hungry is a part of Outpost's annual Think Outside the Lunchbox summer food drive, which runs from June 1 through August 31. The program's focus is to bring to the forefront the plight of some area children who no longer receive a daily meal through the school system due to summer recess. When school let's out for the summer, many children go hungry. Outpost accepts non-perishable food donations and cash donations. Proceeds benefit Hunger Task Force.

Serving the greater Milwaukee area since 1970, Outpost Natural Foods Cooperative operates three successful locations at 100 East Capitol Drive, Milwaukee, 7000 West State Street, Wauwatosa, and 2826 South Kinnickinnic Avenue, Milwaukee. Co-owned by over 15,500 individuals from Southeastern Wisconsin, it employs nearly 300 people, as well as publishes a food and dining magazine (Graze). Outpost is the fourth largest cooperatively owned natural foods grocer in the country by sales volume. www.outpost.coop

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