



Forward Thinking, High Achieving.

## NEWS RELEASE

Release Date: Feb 25, 2013

Contact: Lesli Brassfield, 728-2400 ext. 1024

E-Mail: [lbrassfield@mcps.k12.mt.us](mailto:lbrassfield@mcps.k12.mt.us) On-Line: [www.mcpsmt.org](http://www.mcpsmt.org)

### Good Food Store, Franklin School receive outreach award

The Food Marketing Institute (FMI) has awarded a **2012 Community Outreach Award** to the Good Foods Store in Missoula in recognition of their collaboration with Franklin Elementary to deliver free groceries to Franklin classrooms and provide students with lessons regarding their contents.

According to Layne Rolston, communications director for the Good Food Store, store managers were inspired by a November 2010 media report detailing the challenging food insecurity issues in Missoula's local schools. The management team and Board of Directors at the Good Food Store started kicking around ideas regarding how the store might be able to help. After much internal discussion, the store contacted the staff at Franklin Elementary – the closest elementary school to the Good Food Store – and one of the most acutely affected schools in Missoula's public system.

Though it took more than a year and a couple of false starts, Rolson said the school and store were able to address a variety of concerns and work through the details necessary to develop an effective, sustainable program. The *Franklin Elementary School Nutrition Program* commenced in February 2012. Each student in the school receives two bags of groceries each year, one in the fall and another in the winter-spring. Bags are delivered to one classroom each week by representatives of the store, who also give a very short health-related presentation to the students.

The Good Food Store also received a \$1,000 donation from FMI to enhance the Franklin School program as part of its award. The Franklin program was one of six inspiring programs recently recognized during the FMI Midwinter Executive Conference in Phoenix.

#####