



**FOR IMMEDIATE RELEASE**

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**Happy Day Brands Rallies Donation of over 3.5 Million Servings of Oatmeal to Food Banks Across the West in Collective Response to Coronavirus Pandemic**

BOISE, ID (April 23rd, 2020)— Happy Day Brands has committed to donating more than 3.5 million servings of oatmeal to support food banks in the Feeding America network across Idaho, California, Washington, Oregon, Montana, Utah and Nevada in response to COVID-19. The donation is the result of a coordinated effort with Happy Day Brands and its partners to provide food resources to community-based projects working to support those most directly impacted by the coronavirus.

Food banks across the nation are experiencing a skyrocketing need for supplies during the pandemic, while at the same time, logistical challenges have made it difficult to meet this growing demand. In particular, social distancing mandates have made it impossible to repackage bulk food items with volunteer teams, the traditional format Happy Day Brands and its food bank partners use for oat donations.

In the wake of the pandemic, the Happy Day Brands team and its partners have pivoted to creatively overcome transportation and supply chain hurdles to deliver donations on a condensed timeline, despite these new restrictions. Food service partner, Sysco, and others have stepped in to support shipping needs to help get donations to food banks across the western states. This collective effort will help ensure food banks can provide for those most vulnerable to food insecurity during this crisis. The 3.5 million servings of oatmeal will begin arriving at food banks starting the week of April 27th.



“Happy Day Brands has always worked to support our community. Our mission to do good is at the heart of all we do, and we know it’s also a driving force behind the frontlines of our food bank partners,” said Mark Priddy, CEO and co-founder of Happy Day Brands. “We are dedicated to America’s hunger heroes who are working tirelessly to provide an unprecedented number of emergency food boxes to so many, and so quickly. We’re proud to join them in these remarkable efforts, and to stand with them for the long haul.”

Happy Day Brands operates on a buy-one, give-one business model which will help to support this donation. The team is also stepping up to meet the increased demand on the consumer front, working to roll out products on shelves in multiple regions via growing partnerships with WinCo Foods, PCC Community Markets, Fresh Thyme, and other retailers.

“Happy Day Brands has been proactive in collaborating with Food Lifeline to serve our neighbors facing hunger,” said Linda Nageotte, president, and CEO of Seattle-based Food Lifeline. “Their spirit of collaboration, entrepreneurship, and commitment to community have been vital to maintaining food assistance systems vital during the coronavirus outbreak. We are proud to work with partners like Happy Day Brands to get healthy, nutritious food, especially to those who need it most throughout our network of 300 partner food banks, meal programs, and shelters across western Washington.”

Community and corporate partners interested in supporting Happy Day Brands in their efforts to feed impacted individuals during this pandemic can reach out directly for more information.

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### **About Happy Day Brands**

Happy Day Brands is a social enterprise co-founded by serial entrepreneurs Mark and Jeanette Priddy in 2017. Based in Boise, it is an Idaho Benefit Corporation that operates on a buy-one, give-one (BOGO) business model—when a person buys a product, it activates a donation to someone in need. Happy Day’s oatmeal and other products, which include superfood granola, protein pancakes, gourmet chocolate, and organic coffee, are available at select WinCo Foods, Jacksons Food Stores, Whole Foods Markets, New Seasons Markets, New Leaf Markets, PCC Community Markets, Natural Grocers, the Boise Co-op and at other independent retailers across the Northwest. Its products can also be purchased directly on its website. For more information, visit [www.happydaybrands.com](http://www.happydaybrands.com).

