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## PRESS RELEASE

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### **WISCONSIN GROCERS CELEBRATE SEPTEMBER AS FAMILY MEALS MONTH**

Madison, Wisconsin (*September 9, 2019*) – The WGA commends Governor Evers for proclaiming September as Family Meals Month. Family Meals Month is a national effort to encourage families to pledge to share more meals at home each week in September.

For the past several years, grocers across Wisconsin have been promoting Family Meals Month each September. Many of these efforts have received national awards and recognition through the FMI Gold Plate Awards which honors the contributions companies make to help raise consumer awareness of the many benefits of family meals. Here's a sampling of promotions from Wisconsin grocers on Family Meals Month:

- [Festival Foods](#) is sharing weekly #mealhack videos from their mealtime mentors, a team of three registered dietitian-nutritionists.
- [Roundy's/Pick'n Save](#) is focusing on dietitians, an educational series as well as recipes, savings and tips.
- [IGA](#) is sharing weekly dinner menus, including tips and tricks to keep meals around 30-40 minutes.
- [Metcalf's Market](#) kicked off Family Meals Month by featuring quick, easy meal ideas and mentioning those meal ideas and Family Meals month in social media posts.
- [Hy-Vee](#) promotes children age 12 and younger to eat free with an adult purchase at Hy-Vee Market Grille and provides in-store consultation services with dietitians.
- [SpartanNash](#) is offering tips and tricks online, in-store and through social media.

The Wisconsin Grocers Association will be promoting Wisconsin Family Meals Month and related efforts by Wisconsin retailers on social media with the hashtag #WIFamilyMealsMonth.

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The Wisconsin Grocers Association is the only statewide trade group representing retail, wholesale, suppliers and vendors in the grocery industry. According to the Food Marketing Institute's 2017 Economic Impact Statements Wisconsin's grocery industry employs more than 150,000 people and has a total economic impact of more than \$15.6 billion.