

*** MEDIA ALERT ***

UKROP'S HOMESTYLE FOODS SUPPORTING VCU MASSEY CANCER CENTER AND KIDSRUN RVA AT TOWNEBANK HEALTH & FITNESS 10K RACE EXPO

Ukrop's Homestyle Foods will be offering 11 oz. packages of Rainbow Cookies for \$5.00 each, with all proceeds benefitting VCU Massey Cancer Center and KidsRun RVA.

WHAT: For many years, Ukrop's Homestyle Foods' associates have been sharing a Rainbow Cookie (or two or more) when race participants pick up packets at the Arthur Ashe Center, and we will continue to hand out free Rainbow Cookie samples.

In addition, for the first time this year, participants may purchase Rainbow Cookies at the Expo and support two great causes.

WHY: Ukrop's Homestyle Foods is committed to giving back 10% of its pretax profits to the communities that it serves. The Ukrop's Monument Avenue 10K, presented by Kroger, and Rainbow Cookies are two Richmond traditions, and donating all proceeds of Rainbow Cookie sales from the Expo to VCU Massey Center and KidsRun RVA seemed like a natural fit.

WHO: All Expo attendees are eligible to participate.

WHEN: Thursday, March 30, 3:00 p.m. - 9:00 p.m.
Friday, March 31, 11:00 a.m. - 9:00 p.m.
(While supplies last.)

WHERE: TowneBank Health & Fitness Expo, Arthur Ashe Center, 3001 N. Boulevard, Richmond, VA 23230

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