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Robert Fresh Market Extends Local Food Drive To Support Second Harvest Food Bank

New Orleans, Louisiana (November 7, 2011) –Approximately **100** children between 5 and 15 years of age recently participated in the **1st Annual Robert Kids Duathlon**. New Orleans' very first **Run-Bike-Run** race for children was presented by **Robert Fresh Market** in collaboration with **Kona Fitness & Café** and by all accounts was a resounding success!

In an effort to teach children the importance of giving back to their community, Robert's reached out to **Second Harvest Food Bank of Greater New Orleans and Acadiana** on the initiative to help stock food shelves for the approaching holiday season. Kids were encouraged to donate food items in exchange for a discount on race entry fees. Due to the overwhelming success of the initiative, Robert Fresh Market has extended the food drive through the end of this year. Robert's invites the public to support this effort by donating non-perishable food items to Second Harvest at all four store locations. Donation receptacles are set up at the following stores main entrances:

- **135 Robert E. Lee Blvd.** in Lakeview
- **8115 South Claiborne Avenue** in New Orleans
- **5016 West Esplanade Avenue** in Metairie
- **Lakeview Grocery, 801 Harrison Avenue** in Lakeview

“It's important to support organizations like Second Harvest who are leading the fight against hunger in Louisiana. The Robert Kids Duathlon helped put food on the shelves, but there is still a long way to go to meet the need,” explains **Marc Robert**, owner of Robert Fresh Market. “This is a particularly critical time for food donations. Our shelves are already low and we are anticipating increased need over the holiday season,” said **Natalie Jayroe**, President and CEO of Second Harvest Food Bank. “We are thankful to Robert Fresh Market and their shoppers for their partnership and support.”

Robert Fresh Market

Robert Fresh Market has been serving the New Orleans community since 1994. Robert's offers customers a friendly neighborhood market featuring the highest quality of fresh produce, gourmet foods items and signature offerings, as well as prime cuts of meat. There are three stores that bear the Robert name, all with a vision to meet customer needs and exceed their expectations. Each store is a direct reflection of the neighborhood it serves. As owners Marc and Darlene Robert continue to expand Robert's offerings, quality service remains an important part of their mission. For more information on Robert Fresh Market, please visit www.robertfreshmarket.com or call 504-207-0162.

Second Harvest Food Bank of Greater New Orleans & Acadiana

Second Harvest Food Bank of Greater New Orleans and Acadiana is leading the fight against hunger in south Louisiana through food distribution, education, advocacy and disaster response. Annually, Second Harvest serves approximately 263,000 people through 240 nonprofit and faith-based agencies across 23 south Louisiana parishes – from the Mississippi border to the Texas state line. In any given week, nearly 42,000 people access emergency food services through Second Harvest Food Bank member agencies.

Second Harvest Food Bank is an affiliated ministry of the Archdiocese of New Orleans and a member of Feeding America. To learn more or donate food, money or time, please visit www.no-hunger.org.

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