



theproducebox.com

**Media Contact:**

Amanda Frasca

Howard/Merrell

(919) 844-2746

[afrasca@howardmerrell.com](mailto:afrasca@howardmerrell.com)

**FOR IMMEDIATE RELEASE**

**The Produce Box Honors A New Crop of Community Heroes**

*Providing more than 5,000 pounds of produce to local heroes in North Carolina*

**RALEIGH, N.C. – August 21, 2015** – This summer, [The Produce Box](#) kicked-off its second annual Hero Box program, an initiative that allows members to donate boxes to a designated organization each month. Over the past two months, The Produce Box has donated nearly 365 Hero Boxes yielding 5,110 pounds of farm-fresh produce to the local fire and police stations and veterans organizations across the state. This month, the campaign will take on a “back to school” theme, benefiting North Carolina teachers.

The Hero Box program began in 2014 as a way for The Produce Box to give back to those who serve their community and country. Each box is delivered by the company’s area managers and neighborhood coordinators in cities around the Tarheel state.

“We want to recognize hard-working individuals, like our farmers, who live in our community and make our lives better,” said Courtney Tellefsen, founder and co-owner of The Produce Box. “The Hero Box is our way of saying thank you to those who have saved a life, made our community a safer place, or gone above and beyond to help someone in need.”

In addition to the Hero Boxes, The Produce Box also operates a Community Box program that allows subscribers to donate boxes to non-profit organizations in their community. The Produce Box delivers fresh fruits and vegetables to shelters, families and children in need through partnering organizations across the state such as Backpack Buddies, Inter-Faith Food Shuttle, Wake Interfaith Hospitality Network, and food banks including the Greensboro Urban Ministries and Renaissance Road Food Pantry and Soup Kitchen. To date, The Produce Box subscribers have donated more than 2,500 Community Boxes to worthy causes around North Carolina.

“Giving back has always been a part of who we are at The Produce Box. For years, we have been donating hundreds of pounds of bulk produce each week to the Interfaith Food Shuttle,” added Tellefsen. “Then it occurred to us that we could help even more by allowing our subscribers a chance to become more directly involved. So, we started the Community Box and Hero Box programs. Our members responded right away and their orders have amazed us every time!”

This year alone, the two programs combined have generated 1,452 donated boxes, yielding 20,328 pounds of local produce.

**About The Produce Box**

Founded in 2006, The Produce Box delivers farm-grown fresh fruit and vegetables as well as local meats and NC-produced specialty items to families, companies and community organizations across the state. The company has no contracts or long-term commitments and offers a wide variety of options for members to choose for weekly deliveries. Stay-at-home moms and dads act as coordinators in the neighborhoods they live in. TPB is proud to pay its 50 farm partners a sustainable price upon delivery (rather than 30-60 days out) to provide stability and support for these hard-working NC farmers. The Produce Box also partners with local schools and organizations like Backpack Buddies and Inter-Faith Food Shuttle to give back to the communities it serves.

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