



theproducebox.com

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**FOR IMMEDIATE RELEASE**

**The Produce Box Sponsors Isabella Santos Foundation 5K For Kids Cancer**  
*Company to Race in Honor of Employee's Daughter*

**RALEIGH, N.C. – September 17, 2015 –** The Produce Box returns as a bronze-level sponsor of the Isabella Santos Foundation 5K/10K Race for Kids Cancer on Saturday, September 26, 2015 at 8:00 am. The event, in its eighth year, will be held at The Ballantyne Corporate Park in Charlotte, NC, bringing families together to raise both money and awareness for pediatric cancer.

The Isabella Santos Foundation (ISF) is a nonprofit that raises funds for Neuroblastoma research, pediatric cancer and local children's charities in memory of Isabella Santos who lost her 5-year battle with Neuroblastoma on June 28, 2012. Since its conception in 2009, ISF has raised over 1,000,000 for Neuroblastoma research and local charities. Last year alone the foundation had 2,000 participants and raised more than \$300,000 during the organization's 5K for Kids Cancer and 1 Mile Kids Fun Run.

"This cause is close to our heart as an organization," said Courtney Tellefsen, founder and co-owner of The Produce Box. "Two years ago, one of our amazing area managers, Lisa Holden, lost her eight year old daughter, Melaney, to Neuroblastoma. Sponsoring this race is our way of supporting the Holden family, honoring Melaney and raising funds and awareness in the fight against childhood cancer."

Melaney Jayne Holden passed away on December 28, 2013, after battling stage 4 Neuroblastoma for 18 months. She was a second-grader at North Forest Pines Elementary School in Wake Forest, NC and loved her family, friends and life.

"Losing a child from cancer is just as surreal as having a child with cancer," said Lisa Holden, Wake Forest area manager of The Produce Box. "The past three years have been the hardest years of my life. Our family gets up every day and puts one foot in front of the other. We are adjusting to our 'new' normal life without Melaney Jayne making wonderful memories with each other. We try to live each day to its fullest. Yet, the void of losing her will never be replaced and the experience of childhood cancer has scarred us all."

The Isabella Santos Foundation's flagship event is the 5K/10K Race for Kids Cancer. The Produce Box has been a proud sponsor of the race for two consecutive years and also donates

and distributes apples to all of the participants. The Produce Box has a race team running in this month's event to honor Melaney.

For more information on the Isabella Santos Foundation, visit <http://5kforkidscancer.racesonline.com/>.

### **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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