

For more information contact:  
Margie Roman  
Director of Marketing  
Market Day  
800-344-7689 x3383  
margie.roman@marketday.com

## **Market Day Fact Sheet**

### **What is Market Day?**

Market Day, the Original Fundraising Food Cooperative<sup>®</sup>, is the nation's largest food fundraising company. In addition to its flagship monthly food program, Market Day offers a variety of other fundraising options including a gift brochure, restaurant-quality pizzas, cookie dough, and a gourmet food catalog. Market Day's consultative approach provides custom fundraising solutions for organizations across the country. Since its inception over 30 years ago, Market Day has raised over \$460 million for America's schools and communities.

### **How does Market Day's monthly grocery program work?**

With its extensive selection of high quality foods Market Day makes meal planning easy and affordable. Each month Market Day's grocery program offers over 150 convenient and nutritious products at competitive prices, including poultry, meats, seafood, family meals, appetizers, breakfast items, beverages, desserts, and more.

Order guides are distributed each month at participating organizations. Customers can order online at their convenience at marketday.com or complete an order sheet and return it to their organization. Market Day delivers to participating organizations once a month and families can pick up their order on a designated date and time.

A percentage of each customer's order is provided back to the organization, and these funds are used to offset costs associated with everyday learning essentials, playground equipment, musical instruments, athletic equipment, library books and more.

### **What types of products does Market Day's monthly grocery program offer?**

Market Day's grocery program offers a wide assortment of high quality foods for every eating occasion including delicious breakfast foods, soups, sandwiches and lunchbox favorites, a variety of meats, seafood and convenient family meals, appetizers and desserts, Market Day takes pride in offering nutritious choices, including many all natural and low-fat selections. Many items are exclusive to Market Day and not available in retail stores.

### **Why should I participate in Market Day's monthly grocery program?**

Market Day supports schools and communities across the country, providing additional funding for important educational resources. While many customers try Market Day to help their local organization, they continue to buy because their family loves Market Day's food and it helps them meet their monthly grocery shopping needs. Market Day is truly a unique fundraising program, offering high quality item at a value to families, and does not require door-to-door selling.

### **Does Market Day offer any other fundraising programs?**

In addition to the monthly grocery program, Market Day offers an annual brochure and catalog programs to help organizations reach their fundraising goals. Market Day's brochure program features high quality gift, home and food items to appeal to a variety of tastes and price points. Many items offer the flexibility to ship to home.

In addition, themed catalog programs such as restaurant-quality pizzas, cookie dough, and gourmet foods are also available.

**Where is Market Day available?**

Market Day serves over 6,000 schools in 15 states across the country. For more information about Market Day's monthly grocery program, please visit [www.marketday.com](http://www.marketday.com). For more information about Market Day's other fundraising programs, visit [www.marketdayfundraising.com](http://www.marketdayfundraising.com).