

Pink bags at Pick 'n Save, Copps, Rainbow and Metro Market stores mark Breast Cancer Awareness Month

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October is Breast Cancer Awareness Month and customers at Pick 'n Save, Copps, Rainbow and Metro Market have the opportunity to help breast cancer research and the environment. New pink reusable bags are on sale this month at all stores operated by Roundy's Supermarkets, Inc. A portion of the proceeds from the sale of the bags will go to support breast cancer research.

The new pink bags continue Roundy's long-standing commitment to breast cancer research. Roundy's annually supports the Susan G. Komen Race for the Cure in Milwaukee. This year, the event was held on Sunday, September 27 and the company along with its vendors donated more than \$21,000 in fruit, snacks and drinks for race participants. Additionally, forty-five Roundy's employees formed a team during the race to raise additional funds.

The new bags also continue Roundy's commitment to the environment. The pink bag adds to Roundy's selection of reusable bags offered for sale to help reduce the impact of plastic bags on landfills. In addition, customers who shop with reusable bags at any Roundy's store receive a 5-cent credit for each reusable bag used to pack their groceries.

The new pink reusable bag is made of 100% recyclable material and retails for 99-cents.