



PORSCHE

News Release

September 7, 2021

No. 73/21

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**Porsche and Goodr to host pop-up grocery stores for second year to feed 1,000 families impacted by COVID-19 in Atlanta and Los Angeles**

*Porsche Experience Centers will serve as the site for drive-through food distributions*

**Atlanta, Georgia.** Porsche Cars North America, Inc. (PCNA) today announced it is sponsoring four pop-up grocery stores to help feed a total of 1,000 families facing food insecurity or hunger during the pandemic. In collaboration with Goodr, an Atlanta-based social impact startup working to end hunger and reduce food waste, the drive-through food distributions will take place on September 10 and 17 in Atlanta, and September 20 and 27 in LA. PCNA is funding each half-day event and hosting them at its Porsche Experience Centers in Atlanta and LA, the former being its North America headquarters. This is the second year in a row that Porsche and Goodr have collaborated on the grocery drive-throughs.

“Goodr’s dedication to solving hunger and allowing all to dine with dignity is commendable and worth all of our support. Throughout the pandemic, Goodr has worked tirelessly to feed those in need. Porsche is proud to collaborate with such a worthy organization again to support families in our local communities,” said Kjell Gruner, President and CEO of PCNA.

“I am thrilled to continue working alongside the incredible Porsche team to aid families who are still impacted by the COVID-19 pandemic. This partnership provides access to fresh food to one thousand families and helps bridge the hunger gap for so many,” said Jasmine Crowe, Founder & CEO of Goodr Inc.



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Each pop-up grocery store is expected to serve 250 families with two weeks' worth of groceries comprised of approximately 20+ pounds of food (fresh produce, shelf-stable items and meat), depending on the family size. Families can register [here](#) for the pop-up store in LA and [here](#) for the distribution in Atlanta. If able, families are encouraged to drive-through the pop-up grocery store to adhere to the CDC's social distancing guidelines. Face masks are required for all attendees.

To learn more about Goodr and support its work visit: <https://www.goodr.co/foundation>



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**About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA**

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan. Headquartered in Atlanta, Georgia, since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA supports 193 independently owned and operated Porsche dealerships in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>.

**About Goodr, Inc.**

At Goodr, we believe that hunger isn't a scarcity issue. It's a logistics issue. Even with many social programs that aim to end hunger, the current food supply chain ecosystem in the United States has failed to solve this problem which has grown into a national epidemic. Every year in the United States, we waste over 72 billion pounds of edible food, yet 50 million people are suffering from food insecurity. Goodr is taking a radically different, technology and logistics-first approach to solve hunger. From fresh hot meals to bags of well-balanced, culturally sensitive groceries, Goodr delivers healthy, well-rounded meals with dignity. The Goodr model aims to provide a triple-win solution by improving an organization's bottom line through charitable tax donations, reducing its greenhouse emissions from landfills and getting its edible surplus food to local communities in need.