

Porsche sponsors Goodr pop-up grocery stores in Atlanta and Los Angeles to aid 1,000 families impacted by COVID-19 crisis

08/09/2020 Porsche Experience Centers will serve as the site for drive-through food distributions.

Porsche Cars North America, Inc. (PCNA) today announced it is sponsoring four pop-up grocery stores to help feed 1,000 families facing food insecurity 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 14 and 21 in LA, and September 18 and 25 in Atlanta. PCNA is providing the funding for each half-day event and hosting them at its Porsche Experience Centers in LA and Atlanta, the latter being its North America headquarters.

"Goodr's commitment to feeding those in need year-round is more important than ever right now. We applaud their dedication to putting food on tables instead of letting it go to waste. Porsche is proud to partner with this exemplary organization to support families during the pandemic, in the communities where we work and live," said Klaus Zellmer, President and CEO of PCNA.

"I am extremely honored to partner with Porsche Cars North America to bring our Goodr pop-up grocery store to the Porsche Experience Centers in Atlanta and Los Angeles. During these challenging times so many families do not know where their next meal is coming from. These partnerships bring hope to people even in their darkest times as we will provide 1,000 families with groceries," said Jasmine Crowe, Founder & CEO of Goodr Inc.

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.

Info

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

Link Collection

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https://newsroom.porsche.com/en_US/company/porsche-goodr-pop-up-grocery-22096.html

Media Package

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