



Porsche and Goodr host pop-up grocery market to distribute free food for holidays in Atlanta and Los Angeles

13/12/2021 Porsche Experience Centers will serve as the site to distribute 20,000 meals to families on December 20

For the holidays, Porsche Cars North America, Inc. (PCNA) today announced it is sponsoring two additional pop-up grocery markets this year to distribute free food and help feed families facing the rising cost of groceries during the pandemic. In collaboration with Goodr, an Atlanta-based social impact startup working to end hunger and reduce food waste, the drive-through and walk-up food centers will be open on Monday, December 20, in Atlanta and Los Angeles. PCNA is funding the half-day events at its Porsche Experience Centers in Atlanta and LA, after supporting eight previous pop-up grocery distributions by Goodr that distributed a total of 77,880 meals.

“The holidays should be a special time to share with family and friends. Yet, many are in need this holiday season. We are glad to have the opportunity to help provide quality meals for families to enjoy together,” said Kjell Gruner, President and CEO of PCNA. “We are delighted to continue working with Goodr, an organization that works year-round to bridge the hunger gap across the U.S.”

“We are very proud of our ongoing hunger relief efforts with Porsche in LA and Atlanta,” said Jasmine Crowe, Founder and CEO of Goodr. “It is especially rewarding, at this time of year, to be able to ease some of the financial burden that people are facing so that they can focus more on what the holidays are really about.”

The holiday pop-up grocery markets are intended to provide two weeks' worth of groceries to make up approximately 20,000 meals, including fresh produce, shelf-stable items and meat to see those in need through the holiday period. 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.

Info

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

Link Collection

Link to this article

https://newsroom.porsche.com/en_US/2021/company/porsche-goodr-holiday-pop-up-grocery-los-angeles-atlanta-25658.html

Media Package

<https://pmdb.porsche.de/newsroomzips/ea4faa9-9708-4d00-b731-3bd2eef60339.zip>