

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

07/09/2021 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 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.

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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