



FOR IMMEDIATE RELEASE

November 16, 2022

Media Contact: Natalie Carlberg

Vice President Marketing & Development

Boys & Girls Clubs of Portland Metropolitan Area

503-231-2834 | [ncarlberg@bgcportland.org](mailto:ncarlberg@bgcportland.org)

**Boys & Girls Clubs Celebrate \$20,000 Donation from Safeway Albertsons and Mission Foods**

*Safeway Albertsons and Mission Foods team up to donate portion of sales during National Hispanic Heritage Month to the Boys & Girls Clubs of Portland Metropolitan Area*

[PORTLAND, OR] The Boys & Girls Clubs of Portland Metropolitan Area celebrated the presentation of two \$10,000 checks from Safeway Albertsons and Mission Foods at the Wattles Club yesterday.

The \$20,000 donation came from a partnership between Safeway Albertsons and Mission Foods. Mission Foods recently introduced a new product, Guerrero Nutri-Ricas Carb Watch Tortillas, to give shoppers a healthy and authentic Mexican tortilla. As the product hit store shelves during National Hispanic Heritage Month in September, Safeway Albertsons and Mission collaborated to help the Boys & Girls Clubs.

For every Mission Foods item purchased in September at a Safeway or Albertsons in the Portland metro area, plus Southwest Washington, Safeway Albertsons and Mission Foods made a donation to Boys & Girls Clubs, resulting in the \$20,000 donation.

“We are overwhelmed by their generosity,” explained Natalie Carlberg, Vice President Marketing & Development at Boys & Girls Clubs. “We always appreciate the help of incredible community partners like Safeway Albertsons and Mission Foods, and this donation exceeded our expectations! We can do so much good for our community with these dollars and look forward to putting them to work.”

“Mission Foods is proud to support The Boys & Girls Clubs of the Portland Metropolitan Area in their mission to empower all young people, especially those who need them most, to discover their full potential as caring, engaged, responsible community members,” added Dean Clark, Director of Sales – NW Region for Mission Foods.

“The Safeway Foundation was proud to partner with Mission Foods this year for Hispanic Heritage Month,” Safeway Albertsons Director of Communications and Public Affairs Jill McGinnis said. “This partnership has allowed us to give back to the Portland Metro Boys & Girls Club in the amount of \$10,000. Working with our local partners to support special local organizations like this one means so much to us.”

To make a donation to Boys & Girls Clubs, visit [bgcportland.org/give](https://bgcportland.org/give). To find Mission Foods Nutri-Ricas Carb Watch Tortillas in a Safeway or Albertsons near you, visit [MissionFoodstortillas.com/store-locator](https://MissionFoodstortillas.com/store-locator). To learn more about Safeway Albertsons’ efforts to help communities across the country, visit [safewayfoundation.org](https://safewayfoundation.org).



FOR IMMEDIATE RELEASE

November 16, 2022

Media Contact: Natalie Carlberg

Vice President Marketing & Development

Boys & Girls Clubs of Portland Metropolitan Area

503-231-2834 | [ncarlberg@bgcportland.org](mailto:ncarlberg@bgcportland.org)

**About the Boys & Girls Clubs of Portland Metropolitan Area:**

Boys & Girls Clubs of Portland Metropolitan Area has been serving youth in our community since 1946. While much has changed in the past 76 years, one thing remains the same: our dedication to helping young people reach their full potential. The organization now operates 10 Clubs across the Portland Metropolitan Area, offering development programs focused on character and leadership, education and career, health and wellness, the arts, sports and recreation, teen programs, and youth and family services. Learn more, volunteer, or donate at [bgcportland.org](http://bgcportland.org).

**About Mission Foods:**

MISSION® is the world's leading brand for tortillas and wraps. MISSION® is also globally renowned for flatbreads, dips, salsas, and Mexican food products. With a presence in over 112 countries, MISSION® products are suited to the lifestyles and the local tastes of each country. With innovation and customer needs in mind, Mission Foods focuses on providing the highest quality, authentic flavors, and healthy options that families and friends can enjoy together. For more information, please visit <http://www.missionfoods.com/>.

**About The Safeway Foundation:**

The Safeway Foundation supports causes that impact our customers' lives. Our stores provide the opportunity to mobilize funding and create awareness in our neighborhoods through our employees' passion, partnerships with our vendors and the generous contributions by our customers. Carefully directing contributions, we work in collaboration with local organizations and seek to improve the quality of life in the communities we serve. We take pride in ensuring that the vast majority of the funds we raise stays in local communities and reflects what is important to our customers and employees.

###