



Let There Be Lunch on Communitii Day and Every Day, Says Freshii

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With a focus on mental health and wellness through their Let There Be Lunch Campaign, Freshii announces this year's Communitii Day on April 2nd to benefit WE Well-being

TORONTO, March 28, 2019 (GLOBE NEWSWIRE) -- Freshii's mission has always been to help citizens of the world live better by making healthy food convenient and affordable. But, as a fast-growing leader among health and wellness brands, Freshii knows that healthy living is so much more than just a great salad. With stress and burnout as ever-increasing risks to overall health, Freshii has launched a campaign to promote both mental and physical wellness. Let There Be Lunch empowers people to take back their lunch breaks - to disconnect from their desks and reconnect to the people and places (and good food) around them. To drive this mission forward, Freshii is elevating its partnership with WE. On April 2nd, in celebration of their second annual Communitii Day, Freshii will be donating \$1 for every entrée purchased at any Freshii location to WE Well-being, an initiative of WE that empowers young people to promote positive well-being in themselves and their communities.

Since 2014, Freshii has proudly partnered with WE, a family of organizations that makes doing good, doable. Communitii Day was launched in 2018 as a way to celebrate and highlight that partnership. Last year's Communitii Day focused on healthy eating for all, and in a single day, Freshii's donations unlocked over 280,000 meals in six of WE's partner communities in Kenya.

Craig Kielburger, co-founder of WE, shared his thoughts on the relationship with Freshii and this year's Let There Be Lunch Day, "We are incredibly grateful to our amazing partner Freshii for extending the support of Communitii Day to our new initiative WE Well-being, which supports students and families with resources that foster social, emotional, physical, and mental well-being at home and in the classroom. Thanks to Freshii, the WE Well-being initiative will reach even more citizens and provide them with the tools they need to promote their own well-being and the well-being of their communities."



Freshii also keeps this partnership alive year-round with the permanent WE menu. Ordering items listed on this menu on any day means a meal is donated to communities overseas through WE. Through sales from the WE menu, over one million meals have been donated to date. Freshii donations have also helped to build a school kitchen and garden in the Eor Ewaso community in Kenya, which not only enables an additional 100,000 meals annually to kids in the surrounding area, but also helps them to learn to love their lunch breaks!

Matthew Corrin, Freshii's founder and CEO shares his excitement around Communitii Day, "It's an honour to continue to work with Craig, Marc, and the whole team at WE. Giving back is an important part of the Freshii business model, and this partnership allows us to do so in a way that fits within our mission to honour the 'lunch break' and overall mental health. We hope that with our Communitii Day, aligned with our Let There Be Lunch campaign, we can make a great impact on not only the WE community but our entire Freshii community as well."

So, on April 2nd, embrace the lunch break and take a moment to do good. Head over to Freshii to celebrate Let There Be Lunch Day! And don't forget to follow @freshii and share your meal using #LetThereBeLunch to encourage others to do the same.

About Freshii

Eat. Energize. That's the Freshii mantra. Freshii is a health and wellness brand on a mission to help citizens of the world live better by making healthy eating convenient and affordable. With a diverse and completely customizable menu of breakfast, soups, salads, wraps, bowls, burritos, frozen yogurt, juices, and smoothies served in an eco-friendly environment, Freshii caters to every taste and dietary preference. Since it was founded in 2005, Freshii has opened 439 restaurants in over 16 countries around the world. Now, guests can energize with Freshii's menu anywhere from cosmopolitan cities and fitness clubs to sports arenas and airplanes. (<http://www.freshii.com> ; @freshii)

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