



EREWHON

FOR IMMEDIATE RELEASE

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ROUND-UP TO SAVE LIVES

WITH EREWHON'S DONATION ROUND-UP CAMPAIGN TO BENEFIT THE MIDNIGHT MISSION

WHO: Erewhon, The Midnight Mission and You

WHAT: Erewhon's Mission Project is a round-up campaign in stores and online to drive donations and awareness to The Midnight Mission as we serve LA's homeless community during the COVID crisis (and every day). The proceeds from this campaign will help fund The Midnight Mission's work to help people on their path to self-sufficiency.

WHEN: Now until May 31, 2020

WHY: Erewhon have been long-time supporters of The Midnight Mission and make consistent and daily food contributions to The Midnight in support of their efforts to feed and nurture our LA community. During the uncertain time of the COVID-19 pandemic, Erewhon is incredibly proud to be able to find new ways to drive awareness and financial support to The Midnight Mission to ensure they can continue to feed, nurture and support those most in need in need locally.

HOW: Visit any Erewhon store or visit their online store at www.erewhonmarket.com/grocery to add a donation to your next online order.

WHERE: In all Erewhon stores (list below), online at www.erewhonmarket.com/grocery and via IG: @erewhonmarket.

Calabasas

26767 Agoura Rd.
Calabasas, CA 91302

Los Angeles

7660 Beverly Blvd.
Los Angeles, CA 90036



EREWHON

Santa Monica

2800 Wilshire Blvd.
Santa Monica, CA 90403

Pacific Palisades

15285 W. Sunset Blvd.
Pacific Palisades, CA 90272

Venice

585 Venice Blvd.
Venice, CA 90291

About The Midnight Mission: Founded in 1914, The Midnight Mission offers paths to self-sufficiency to men, women, and children who have lost direction. Our emergency services and 12-step recovery, family living, job training, education, and workforce development programs offer a compassionate bridge to achieve and maintain healthy, productive lives. We remove obstacles and provide the accountability and structure that people who are experiencing homelessness need to be productive in their communities. Our conviction and commitment to their success define us. For additional information, please visit www.midnightmission.org.

About Erewhon: Founded in 1968, Erewhon Organic Market & Cafe is on a mission to make healthy, nutritious organic food available to all of its customers. Erewhon cares deeply about supporting local farmers, sustainable and organic farming practices, supporting new innovative brands, and exceptional customer service. Erewhon proudly carries health and wellness-focused brands, and we operate an organic Cafe and a Tonic /Juice bar offering everything from cold-pressed juices to adaptogen infused coffees. Erewhon operates five stores in Southern California - Calabasas, LA - Beverly, Santa Monica, Pacific Palisades, and Venice, with a new store opening in Silver Lake this summer. For additional information, please visit www.erewhonmarket.com.