



FOR IMMEDIATE RELEASE

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**Coborn's, Inc. Announces Second Annual Folds of Honor Fundraising Campaign  
*Coborn's and Cash Wise Foods grocery and liquor stores to host fundraising efforts to support families of Veterans and First Responders***

ST. CLOUD, MN – Coborn's, Inc., the parent company of Coborn's and Cash Wise Foods grocery and liquor stores, has long been conscious of its responsibility to respect and acknowledge the sacrifices of Veterans and First Responders. For that reason, during September Coborn's and Cash Wise grocery and liquor stores will once again partner with the [Folds of Honor Foundation](#), an organization that provides life-changing educational scholarships to the spouses and children of fallen or disabled U.S. service members and first responders.

"The courage displayed by these men and women, who are part of our very own communities, is awe-inspiring. Our gratitude can never fully match their sacrifice" said Dennis Host, senior vice president of marketing and communications for Coborn's, Inc. "It's an honor to partner with Folds of Honor for the second year in a row and contribute to the impactful work they do for the families of the heroes who have served our communities and our nation."

Throughout September, guests can round up their order total to the nearest dollar to be donated to Folds of Honor when they shop in-store at Coborn's and Cash Wise grocery and liquor stores. Guests can also make \$1, \$5, and \$10 monetary donations at checkout. Donations will then be distributed in the form of scholarships to local family members of fallen or wounded military or first responders through the Folds of Honor Foundation.

"Folds of Honor is proud to team up with the Coborn's family of stores," said Folds of Honor CEO and founder, Lieutenant Colonel Dan Rooney. "We believe the partnership will be a force multiplier to the mission and bring awareness of Folds of Honor and increase academic scholarship funding to the families of American military and first responder heroes. Together we will meet sacrifice with hope."

**OUR MISSION:  
TO MEET SACRIFICE WITH HOPE**

Folds of Honor Foundation was founded by Lieutenant Colonel Dan Rooney, a decorated F-16 fighter pilot. From its inception in 2007, Folds of Honor has awarded more than 52,000 scholarships totaling approximately \$244 million. Minority recipients represent 45% of all scholarships awarded. In 2022, the organization expanded its mission to America's first responders, including police, fire, EMTs, and paramedics.

Our impact is greater together. Helping the dependents of American heroes pursue their educational dreams is possible only with the generosity of everyday citizens. If you would like to join in supporting our nation's military and first responders families, you can become a Squadron member by visiting [FoldsofHonor.org](https://FoldsofHonor.org).

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#### **About Coborn's, Inc.**

St. Cloud, Minn.-based Coborn's, Inc. is a 103-year-old employee-owned grocery retailer with nearly 10,000 employees and 77 grocery stores across Minnesota, North Dakota, South Dakota, Wisconsin, Michigan and Illinois under the [Coborn's](#), [Cash Wise Foods](#), [Marketplace Foods](#), [Hornbacher's](#), [Tadych's Marketplace Foods](#) and [Sullivan's Foods](#) banners. Coborn's, Inc. also operates fuel, liquor, coffee, hardware and pharmacy locations. To support its over 135 various retail business units, Coborn's, Inc. operates its own central bakery, dry cleaning facility and grocery distribution center. In 2021, Coborn's, Inc. was named the Shelby Report's Midwest Retailer of the Year. In 2023, the company was recognized by Progressive Grocer Magazine as one of the Top 10 Regional Grocers in the U.S. Learn more about us at [Coborn's Inc.com](https://Coborn's Inc.com).

#### **About Folds of Honor**

Folds of Honor is a 501(c) (3) nonprofit organization that provides educational scholarships to the spouses and children of military members who have fallen or been disabled while serving in the United States armed forces. Beginning in 2022, Folds of Honor expanded its mission to include First Responders. Its educational scholarships support private-school tuition or tutoring in grades K-12 as well as post-secondary tuition. It is rated a four-star charity by Charity Navigator and Platinum on GuideStar. It was founded by Lt Col Dan Rooney, an F-16 fighter pilot, who is currently stationed at Headquarters Air Force Recruiting Service Detachment 1, at Joint Base San Antonio-Randolph, TX. For more information visit [FoldsOfHonor.org](https://FoldsOfHonor.org).

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