

PRESS RELEASE



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**211 TAMPA BAY CARES, KENDALL-JACKSON AND UNITED WAY JOIN FORCES
TO PROVIDE RELIEF FOR GROCERY WORKERS**

Local 211 Supports National Initiative to Benefit Local Grocery Workers

Clearwater, FL (October 1, 2020) - As the pandemic continues with no end in sight, grocery workers who were hailed as heroes at the onset, say they are now feeling “overworked and overwhelmed,” according to a recent [Washington Post](#) article. Many grocery employees have lost their hazard pay and are struggling to survive at near minimum wage. Others are working overtime to cover shifts for those who have quit due to health concerns or customer service fatigue, related to executing Covid-19 safety policies and supply chain slowdowns.

Realizing the unique challenges grocery workers face, Kendall –Jackson has partnered with the United Way to establish the Grocery Worker’s Relief Fund. The fund will provide immediate relief via cash cards and provide additional assistance by connecting grocery workers with the 211 network, a United Way program. 211 is a nationwide helpline that connects people in need with the social services that can help. Pinellas and Hernando grocery workers and their families needing additional support or resources can utilize the 211 Tampa Bay Cares network for assistance with rent, utilities, child care, mental health services and much more. Workers are encouraged to CALL 211 from any phone or TEXT your zip code to 898211. Help is available 24 hours per day, 7 days per week for all grocery workers including those not participating in the Relief Fund program.

The application process for the Grocery Worker’s Relief Fund begins October 1, 2020. All people currently working for a grocery store or a retailer with a grocery department are eligible

to apply for financial assistance, simply visit www.unitedway.org/groceryrelief. Applications will be reviewed as they are received and will be awarded as funds allow.

In a recent [press release](#), Suzanne McCormick, U.S. President of United Way Worldwide, said “Grocery workers are the unsung heroes of the pandemic and United Way is thrilled to join Kendall-Jackson to give our brave grocery workers an opportunity for relief as they risk their health and continue to go the extra mile during the COVID-19 crisis.”

In the same release, Kendall-Jackson joined McCormick in recognizing the role grocery workers have played in the pandemic as well as their contribution to the success of the company, “Grocery workers are an essential part of Kendall-Jackson’s success. They form the backbone of our business and are a direct extension of the Kendall-Jackson family,” said Barbara Banke, Chairman and Proprietor of Jackson Family Wines, the family-owned wine company that founded Kendall-Jackson in 1982. “They have been frontline heroes during the pandemic, risking their health and safety for all Americans. By launching the Grocery Worker’s Relief Fund, we can provide immediate relief to the workers who have supported us for nearly 40 years and need it now, more than ever.”

“This is one small gesture in a time of monumental need, but we hope it inspires others to join the cause,” adds Banke. The public is invited to help support grocery workers. If you would like to contribute, please visit www.unitedway.org/groceryrelief. To contribute locally, visit <https://211tampabay.org/how-you-can-help/donate/> 211 Tampa Bay Cares serves Pinellas and Hernando counties.

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About 211

2-1-1 is an easy to remember telephone number that connects callers to information about critical health and human services available in our community such as locating a food pantry, child care, recreation programs, and volunteer and donation opportunities. 2-1-1 also lists health and nutrition programs, such as community fitness activities, classes on healthy eating, smoking cessation and free health screenings. 2-1-1 is a free confidential phone number available 24 hours per day, 7 days a week in 150 languages. 2-1-1's database contains approximately 3,000 resources with over 7,000 services. 2-1-1 TBC currently serves Pinellas and Hernando counties.

If you need help 24 hours a day with referrals or information on local non-profit organizations, please Dial 2-1-1 or send e-mail requests to media@211tampabay.org.

About Kendall Jackson



Kendall-Jackson is one of America's most beloved family-owned and operated wineries. The winery's flagship wine, the Vintner's Reserve Chardonnay, has been America's favorite Chardonnay for over 27 years. Founded by entrepreneur and visionary Jess Jackson in 1982, and now led by his wife Barbara Banke and the Jackson family, Kendall-Jackson is based in Sonoma County and offers a range of acclaimed wines grown on the family's estate vineyards along the coastal ridges of California. Kendall-Jackson is the benchmark for sustainable wine endeavors, setting the precedent for advancement in solar, water, and vineyard practices. Wine Enthusiast Magazine recently named Kendall-Jackson the 2017 American Winery of the Year, one of the wine industry's most distinguished accolades. Recognized as a leader in the industry for more than three decades, Kendall-Jackson has built a reputation centered around consistent, high-quality wines that are available nationwide in national grocery stores, boutique wine retailers, and restaurants. Learn more online at www.kj.com, and follow Kendall-Jackson on Facebook, Twitter, or Instagram.

About United Way



United Way fights for the health, education and financial stability of every person in every community. Supported by 2.9 million volunteers, 8.1 million donors worldwide and \$4.8 billion raised, United Way is the world's largest privately funded nonprofit. We're engaged in nearly 1,800 communities across more than 40 countries and territories worldwide to create sustainable solutions to the challenges facing our communities. United Way partners include global, national and local businesses, nonprofits, government, civic and faith-based organizations, along with educators, labor leaders, health providers, senior citizens, students and more. For more information about United Way, please visit UnitedWay.org. Follow us on Twitter: [@UnitedWay](https://twitter.com/UnitedWay) and [#LiveUnited](https://twitter.com/UnitedWay).

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