

## **Leever's Supermarkets, Snap2Save and the American Diabetes Association are Proud to Honor Our Valued Participants in the Diabetes Risk Test "Charity Voting Challenge"**

**DENVER, CO. (February 18, 2020)** - Last fall, Leever's Supermarkets, Inc., a leading Save-A-Lot grocery licensee, joined with Snap2Save and the American Diabetes Association (ADA) to provide valuable resources to help in the prevention and management of diabetes in our communities. Snap2Save and Leever's Save-A-Lot Stores, in their ongoing efforts to help people Save Money and Live Healthy, worked with the ADA to raise awareness around diabetes risk with a simple 60-second Diabetes Risk Test. Hundreds of people in El Paso and Pueblo Counties, as well as Southern Colorado, took the Risk Test and tens of thousands were reached via social media, promotions on the Snap2Save mobile app, and in-store at Save-A-Lot locations in Pueblo and Colorado Springs with this important educational information. Additionally, consumers gained access to valuable healthy eating and recipe skills from the ADA Diabetes Food Hub website, accessed online and thru the Snap2Save mobile app.

The initiative had tremendous community support with 17 local organizations participating. Leever's Supermarkets and Snap2Save wish to thank the following participants for their invaluable support: Boys and Girls Clubs of Pueblo, Central Christian Church, Community Grapevine, EAST, Health Colorado, Health Solutions, Homeward Pikes Peak, New Resurrection Baptist Church, Peak Vista, Pueblo Charter Lions Club, Pueblo Cooperative, First Tee of Pikes Peak, Tigre FM, Care & Share, Pueblo Department of Public Health, El Paso County Public Health, and Trinity Missionary Baptist Church.

Members of the community who took the Risk Test were asked to vote for their favorite local charity and as a result, the following organizations each received a \$500 cash donation from Leever's Supermarkets: Central Christian Church, Health Solutions, Peak Vista, Pueblo Charter Lions Club and Trinity Missionary Baptist Church. All other organizations received \$25 Save-A-Lot gift cards to thank them for their participation.

**About Leever's Supermarkets:** Leever's Supermarkets, Inc. owns and operates 15 Save-A-Lot grocery stores throughout the Colorado Front Range, offering customers the opportunity to save up to 40% on quality groceries. For three generations, Leever's Supermarkets has been bringing low prices and quality products to families in their communities, and is now the only employee-owned grocery chain in Colorado. <http://leever.com>

**About Snap2Save:** Snap2Save is a digital customer engagement platform, with a focus on the independent grocery market. Its health and wellness focused mobile app provides shoppers with direct cash-value rewards, targeted offers and incentives for purchasing healthy foods. Additionally, Snap2Save provides access to diabetes-friendly recipes and information thru direct



# Media Advisory

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access to the Diabetes Food Hub. Snap2Save's innovative program allows discount and independent grocers to compete in today's disrupted retail market. <http://snap2save.com>

**About the American Diabetes Association:** Every day more than 4,000 people are newly diagnosed with diabetes in America. Nearly 115 million Americans have diabetes or prediabetes and are striving to manage their lives while living with the disease. The American Diabetes Association is the nation's leading voluntary health organization fighting to bend the curve on the diabetes epidemic and help people living with diabetes thrive. For nearly 80 years the ADA has been driving discovery and research to treat, manage and prevent diabetes, while working relentlessly for a cure. They help people with diabetes thrive by fighting for their rights and developing programs, advocacy and education designed to improve their quality of life.  
[diabetes.org](http://diabetes.org)  
[diabetesfoodhub.org](http://diabetesfoodhub.org)