



Chukar Cherries Supports Maui Wildfire Victims

\$5000 donation raised in one day

Prosser, WA, August 24, 2023—To support those affected by the deadly wildfires in Maui, Chukar Cherries is donating \$5000 to the American Red Cross in Hawaii, which is providing emergency aid, shelter, and health services to those affected.

Chukar raised the \$5000 donation by allocating a portion of proceeds from one day of sales. “We notified our customers that 20% of the day’s proceeds would be donated to support Maui relief efforts. We saw a bump in sales that day, showing how much our customers care. We rounded up our customers generous efforts to \$5000. There is no shortage of need, and we thank our customers for joining us in supporting this effort,” said Marketing Manager Wynne Auld.

Chukar Cherries has a history of supporting community needs. From its Prosser headquarters in south-central Washington to greater Seattle and Pike Place Market—Chukar supports youth development, access to nutritious food, and environmental conservation. Other recent donations include \$10,000 to Historic Downtown Prosser to support quality of life and economic development and \$5000 to Pike Place Market Foundation for housing, food, and other social services.

About Chukar Cherries

Transforming local cherries into authentic Northwest goodies and gifts has been Chukar's specialty since the company launched on the Alexander-Auld orchard in central Washington's fruit lands in 1988. The family-owned business handcrafts its all-natural products using tree-ripened fruit, fresh roasted nuts, and premium chocolate. Chukar's cherry specialties can be purchased at their flagship store and factory headquarters in Prosser, Washington, at their store in the center of Seattle's Pike Place Market, or at CHUKAR.COM.