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**Procter & Gamble and Kent’s Market joined Operation Homefront to provide meals to 200 local military families on Armed Forces Day**

ROY, UT — On Saturday May 15th, Procter & Gamble (P&G) and Kent’s Market partnered with Operation Homefront to host a drive-through “Meals for Military” event for 200 local families from nearby Hill Air Force Base in honor of Military Appreciation Month. Companies including Associated Food Stores, Hormel Foods, General Mills, The Coca-Cola Company, Lehi Mills, and MTN OPS bolstered the Armed Forces Day celebration by donating additional items to honor these military families.

The “Meals for Military” event is a part of Operation Homefront’s larger [Holiday Meals for Military®](https://operationhomefront.org/holiday-meals-for-military/) (HMFM) program. The program helps ease a financial burden and brightens the lives of junior enlisted military families who sacrifice so much on behalf of all Americans. In 2020, the national nonprofit served its 500,000th military family member since the program officially began in 2010. This event is one of the many ways that Operation Homefront and their tremendous partners help military families [start strong and stay strong throughout the year](https://operationhomefront.org/start-strong-stay-strong/).

Kent’s Markets is excited to welcome and participate with Operation Homefront and help provide meals for military families not only in our community but also throughout the great State of Utah. Rob Prigmore, the Roy Store Director said, “We appreciate all that military families do for our country and are thrilled Operation Homefront invited us to be a part of this wonderful event.”

Kent Beckstrom, founder of Kent’s Market, often-expressed gratitude to live in a country where he and others had the freedom and opportunity to own, build and operate a locally owned family business.  “Kent loved and valued his family, considered employees friends, and looked for opportunities to help and make a difference in the communities that Kent’s Markets operate.  Rob Prigmore continues, “We hope to maintain our relationship with Operation Homefront and will continue to look for opportunities to show appreciation and support for those in the military. Thanks to all of the great members that serve.  God bless each of you and your families and God bless this wonderful country, The United States of America. “

“Thanks to the incredible support of Procter & Gamble and Kent’s Market, our “Meals for Military” event today celebrated local military families on Armed Forces Day and gave us an opportunity to honor and thank them for their service and sacrifice on behalf of all Americans,” said Kelli Fagan, Region 1 Senior Director for Operation Homefront. “This past year has been particularly difficult, and I am proud to say with the ongoing support of like-minded partners, we have been able to continue to help our military families start strong and stay strong in their communities."

The Holiday Meals for Military® program began as the result of a chance encounter in a supermarket in Utica, N.Y.  A soldier, his wife, and infant had a handful of grocery items they could not afford, so a Beam Suntory employee took care of the $12 cost for the groceries.  The generosity led to the creation of Operation Homefront’s Holiday Meals for Military® program. In addition to distributing meals in November and December, Operation Homefront holds Meals for Military events throughout the year for Easter, Independence Day, Veterans Day, and more.

**Photos of event are available** [**here**](https://operationhomefront.app.box.com/folder/137253878823?s=z5x07o1aqbij091g742n4ngi6dtw39u1)**.**

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***About Operation Homefront*:** *Founded in 2002, Operation Homefront is a national nonprofit organization whose mission is to build strong, stable, and secure military families so that they can thrive – not simply struggle to get by – in the communities they have worked so hard to protect. Recognized for superior performance by leading independent charity oversight groups, 90 percent of Operation Homefront expenditures go directly to programs that support tens of thousands of military families each year. Operation Homefront provides critical financial assistance, transitional and permanent housing and family support services to prevent short-term needs from turning into chronic, long-term struggles. Thanks to the generosity of our donors and the support from thousands of volunteers, Operation Homefront proudly serves America’s military families. For more information, visit OperationHomefront.org.*

***About Start Strong, Stay Strong:*** *Operation Homefront launched ‘Start Strong, Stay Strong,’ a national brand campaign in March 2021. The initiative brings much-needed attention to the dedicated service of our military families and the support that Americans can provide to help us help these families so they can start strong in their communities and stay strong throughout their journeys.* ***#StartStrongStayStrong.*** *Find out more at* [*operationhomefront.org/startstrongstaystrong.*](https://operationhomefront.org/start-strong-stay-strong/)

**About Associated Food Stores**

Associated Food Stores serves more than 400 independent retailers across Utah, Idaho, Wyoming, Colorado, Montana, Nevada, Arizona, and Oregon. Based in Salt Lake City, UT, Associated Food Stores is committed to the success of local retailers and provides groceries, warehouse facilitates and other services to retailers. To learn more about Associated Food Stores or to find a retailer near you, visit [www.afstores.com](http://www.afstores.com/)

**About Kent’s Market**
Opened in 1976, Kent’s Market has continued to provide the grocery needs for the communities they serve across Northern Utah. Still family owned and operated, Kent’s Market is committed to providing excellent service, value, and the original hometown grocer feel through a variety of departments including fresh produce, bakery, deli, meat, grocery, frozen, floral, general, and seasonal merchandise, and an in-store pharmacy. To learn more about Kent’s Market and find a location nearest you, visit [www.kentsgrocery.com](http://www.kentsgrocery.com/).