



For Immediate Release
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NEWS RELEASE

PRICE CHOPPER AND MARKET 32'S 10th ANNUAL 'BUILD-A-BOUQUET' HELPS KIDS CELEBRATE MOM FOR MOTHER'S DAY

(Schenectady, NY) Young shoppers will have the opportunity to put together a special gift for Mom at Price Chopper and Market 32's 10th annual "Build-A-Bouquet" activity on Saturday, May 12 (the day before Mother's Day) from 12:00 pm – 4:00 pm and on Sunday, May 13 (Mother's Day) from 10:00 am – 2:00 pm.

"Kids take such pride in adding their own creative touches to a gift. Build-A-Bouquet for Mother's Day provides our youngest shoppers with the opportunity to design their own unique floral arrangement with beautiful blossoms, colorful tissue paper and ribbons, and a card that reflects their individual personality," said Mona Golub, the company's vice president of public relations and consumer services and a mother, herself. "Truly, it's the perfect gift for every Mom!"

Children 12 and younger will be able to select three bunches of flowers, from a selection of alstromeria, poms, mini carnations, carnations, snapdragons, matsumoto, cremons, spiders, sunflowers, stock, baby's breath, limonium, statice and asters. Once the bouquet is assembled, the flowers will be wrapped in tissue, tied with ribbon and personalized with a specially-designed card for Mom. The cost to build a bouquet is \$5 plus tax.

Due to popular demand, Build-A-Bouquet stations will be set up at all Price Chopper and Market 32 locations that feature full-service floral departments (only a few exceptions).

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About The Golub Corporation: Based in Schenectady, NY, the Golub Corporation owns and operates 136 Price Chopper and Market 32 grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's 20,000 teammates collectively own more than 47% of the company's privately held stock, making it one of the nation's largest privately held corporations that is predominantly employee-owned. For additional information, visit www.pricechopper.com