

MEDIA CONTACT:

Olivia Hunt | C&K Markets
olivia.hunt@ckmarket.com

Small Change, Local Impact: Pink R Campaign Aims to Raise \$15,000 for Breast Cancer Support

Ray's Food Place and Shop Smart invite shoppers to round up at checkout throughout October

October 1, 2026 — A little change can make a difference close to home. Throughout October, participating Ray's Food Place and Shop Smart stores are inviting customers to round up their purchases to the next whole dollar through the Pink R Breast Cancer Round Up campaign. This year's fundraising goal is \$15,000.

When customers choose to participate, the difference between their purchase total and the next whole dollar goes toward the campaign. Donations support local organizations serving the communities where customers live and shop.

Held during Breast Cancer Awareness Month, Pink R brings customers and store teams together to support breast cancer services in Oregon and Northern California. Each participating store supports a designated local beneficiary, helping connect shoppers' contributions to care and resources in their region.

This year's beneficiaries include:

- **Breast & GYN Health Project** — Arcata, California
- **Oregon Cancer Foundation** — Eugene, Oregon
- **Douglas County Cancer Services** — Roseburg, Oregon
- **St. Charles Medical Center** — Bend, Oregon
- **Sponsoring Survivorship – Lake County** — Kelseyville, California
- **Women's Imaging Center at Three Rivers Community Hospital** — Grants Pass, Oregon
- **Providence Community Health Foundation Breast Center** — Medford, Oregon
- **Mercy Mt. Shasta / Mercy Foundation North** — Mount Shasta, California
- **Samaritan Pacific Communities Hospital** — Newport, Oregon
- **Intermountain Hospice (Mayers Hospital)** — Fall River Mills, California

Customers can participate by saying yes when asked to round up at checkout. Every contribution, even a few cents, helps move the campaign toward its \$15,000 goal.

About C&K Markets

C&K Markets operates Ray's Food Place and Shop Smart grocery stores serving communities throughout Oregon and Northern California.