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News Release

FOR IMMEDIATE RELEASE

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“The Well Announces Growth Projects at Imagine Gala”

Pella, Iowa-On Saturday, February 29, 2020 The Well hosted their Imagine Gala at Tamory Hall with keynote speaker, Mike Lindell CEO of MyPillow. Two-hundred and fifty people were in attendance. During the program, Jayson Henry, the executive director of The Well, announced three new partnerships/projects coming in 2020.

The Well will be partnering with Robbie Robinson, director of Discover Hope 517 in Newton, Iowa to place addiction recovery services at the Pella location with the long-term goal of having Discover Hope wherever there is The Well.

Next, Henry announced the opening of a fresh produce store called grāz, which will be located at the old Dairy Queen in Pella, Iowa. grāz will support Well Works, a program of The Well, where people learn how to keep a job again. grāz will be offering locally sourced produce from Sprigs N’ Sprouts and other producers with other potential products being meats, eggs, dairy and dry goods. grāz hopes to offer grab-n-go healthy lunch items and freezer and fresh meals, which will be served through the drive-thru or in store. Beverages such as coffee, kombucha and smoothies will also be offered. Hali Ruiter will manage grāz which will open in the summer of 2020.

Lastly, Henry announced The Well would be going to Fairfield, Iowa in the fall of 2020. Fairfield contains 80 different nationalities and has poverty rates around 25% higher than state averages. The Well is partnering with the efforts of Cornerstone Community Well currently in Fairfield and has been since 2017. The community of Fairfield including churches, social service agencies and community leaders are involved with this project. The Well in Fairfield will include The Well Thrift Store and The Well Resource Center.

You can purchase MyPillows at The Well Thrift Store in Pella and Knoxville. Through a partnership with Iris Coffee, The Well now has a grāz blend coffee available for purchase at The Well Thrift Stores as well.

Photo Attached: Imagine Gala event photos; find the rest on The Well Resource Center Facebook page.

For more information, go to: thewelliowa.org

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