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White Plains Edible Arrangements Aids Food Bank

by Sarina Trangle (email) 10 hours ago

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From left to right, Stacie Baldwin, 28, the store's marketing manager, and Paulo Bravo, 32, the Edible Arrangements manager, stand near the canned goods drop.

WHITE PLAINS, N.Y. — When the [White Plains Edible Arrangements](#) reopened this October under new management, the local fruit and chocolatier store decided to reintroduce itself with a "giving thanks festival" to benefit the Food Bank for Westchester.

Stacie Baldwin, the store's marketing manager, said Edible Arrangements decided to reward frequent customers and others who donate food or money with discounts and free samples Thursday.

"We knew we wanted to do something to give back to the community. Especially given that it's the holiday season, we decided to do a canned goods drive as well as allow those coming in without knowing about the event beforehand to write a check directly to the food bank," said Baldwin, 28, of Connecticut. "We also wanted to theme it our giving thanks festival to thank our loyal customers for welcoming us back with open arms."

The Mamaroneck Ave. store gave those who donated cash or canned goods a \$10 off discount Tuesday afternoon. The store also sponsored a contest for local businesses, for which the staff that give the largest donation receives free treats. [The Food Bank for Westchester](#) will be presented with 10 percent of the sales Edible Arrangements makes this week.

Baldwin said no target donation weight or dollar amount was decided upon. However, she was pleased with the turnout.

"It's cold out, but we've still got a nice amount of people," she said. "It's been going on just shy of two hours now and we have probably had about 50 people so far."

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Katy Coppinger, the director of development at the food bank, said fundraisers hosted by Edible Arrangements and other local businesses help raise awareness about hunger and stock the food bank.

"We're fortunate in that a lot of small businesses around do think of creative ways to help," said Coppinger. "Of course, helping to raise money is always great. We really depend on that. Last year we distributed 7 million pounds of food in Westchester County. The year before that it was 6 million. And the year before that it was 5 million. So there's your increase every year. It's pretty dramatic."

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