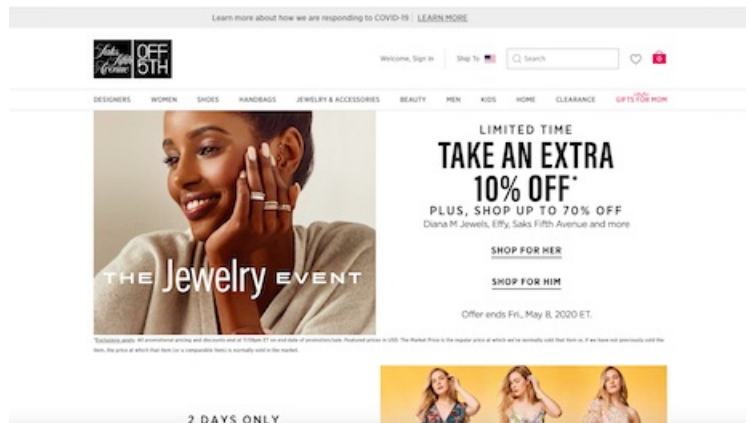


RETAIL

Saks Off 5th partners with Food Bank for New York City in hometown effort

May 4, 2020



Discount retailer Saks Off 5th is lending a helping hand to hometown nonprofit Food Bank for New York City as New York reels from the COVID-19 coronavirus outbreak. Image credit: Saks Off 5th

By LUXURY DAILY NEWS SERVICE

Saks off 5th, the discount retail sibling to U.S. department store giant Saks Fifth Avenue, is partnering with the Food Bank for New York for two special promotions starting May 6.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The retailer's give-back campaign includes donating 20 percent of net proceeds to the **Food Bank For New York City** from both online gift card sales and a curated "Shop for Good" social media shop that is accessible via SaksOff5th.com, Facebook, Instagram, Twitter and LinkedIn.

"Food Bank for New York City does amazing work for our New York community and during these unprecedented times, it is even more important to contribute to their mission," said Paige Thomas, New York-based president of Saks Off 5th.

"We are proud to offer this opportunity to give back and hope our customers will feel good about the opportunity to give back and shop this May," she said.

Saks Off 5th is one of three retailers owned by Toronto-based **Hudson's Bay Company**, including Saks Fifth Avenue and Hudson's Bay.

Food for thought

The Food Bank promotions run through May 31.

New York is the hardest-hit U.S. city in the COVID-19 coronavirus outbreak that originated in the Chinese city of Wuhan last fall. The lockdown has caused food distress among the poor and unemployed classes.

The Food Bank For New York City's seeks to end hunger by organizing food, information and support for community survival, empowerment and dignity. It has been working to end food poverty in the five boroughs of New York for more than 35 years and is the city's largest hunger-relief organization.

Saks Off 5th's latest charitable effort comes two months after the retailer teamed up with nonprofit Girls Inc. to

celebrate Women's History Month and International Women's Day in a move to show its alignment with female empowerment.

This was the second year in a row that Saks Off 5th partnered with the nonprofit. The aim is to teach girls to be smart and bold ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.