

## Kroger Health and Cincinnati Cancer Foundation Announce Innovative New Health-Focused Partnership

*Partnership Will Help People Live Healthier Lives and Improve Outcomes for Cancer Patients*

**CINCINNATI – April 7, 2022** – Today, Kroger Health and the Cincinnati Cancer Foundation, Inc. (CCF) announced a partnership focused on improving the health and lives of Kroger Health’s 22,000+ associates, as well as outcomes for the patients of Cincinnati Cancer Advisors (CCA), an oncology practice which provides free medical services, and which is funded by CCF.

Kroger Health will become the “Presenting Sponsor” of this year’s second-annual “*Bearcats & Musketeers vs. Cancer*” golf outing hosted by CCA on August 29<sup>th</sup>, 2022, at Maketewah Country Club in suburban Cincinnati. The day-long golf event will culminate with dinner, awards and “*An Evening with Anthony Munoz*,” featuring the Cincinnati Bengals legend and NFL Hall of Fame inductee recapping the Bengals’ 2021-2022 season and discussing the upcoming season with former Bengal and radio broadcast legend Dave Lapham.

“We are very pleased to partner with CCA to help improve lives,” said Colleen Lindholz, President of Kroger Health. “Kroger Health shares CCA’s commitment to improving patient health, outcomes and quality of life by leveraging the power of our pharmacies, The Little Clinic, and our distribution of fresh, healthy foods that help people live healthier lives.”

Kroger Health will also sponsor CCA’s “*Medical Minute*” podcast series which is focused on distilling difficult-to-understand cancer terminology and concepts into everyday language for cancer patients. The podcast series will also focus on Kroger Health’s “*Food as Medicine*” initiative, which is designed to improve the health and lives of Kroger associates and customers by incorporating fresh, disease-fighting foods into a lifestyle that will promote better health. This initiative will also complement and inform a future CCA culinary series that will address the disease-fighting power of incorporating better foods into one’s diet.

“Cincinnati Cancer Advisors is absolutely delighted to have the support of Kroger Health,” said CCA founder, Dr. William Barrett. “This will help CCA continue to grow its oncology practice, which is free to our patients and quickly becoming one of the most innovative and important cancer resources in the U.S.”



On October 1, 2022, Kroger Health will also be a sponsor of CCA's, first-in-the-area "ASCO *Direct Best of Oncology Highlights Conference*," where renowned oncologists and cancer researchers will present new research findings and advancements in treating cancer and improving patient outcomes discussed at the annual June meeting of the American Society of Clinical Oncology in Chicago.

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### **About Cincinnati Cancer Foundation, Inc.**

Cincinnati Cancer Foundation, Inc. is an Ohio-based, 501(c)(3) non-profit organization that aims to reduce the suffering and mortality that often accompanies a cancer diagnosis through its support of organizations such as Cincinnati Cancer Advisors ("CCA") and the University of Cincinnati Cancer Center, among other organizations.

CCA is a mission-driven, patient-focused, oncology practice providing platinum-level consultative services free-of-charge to Greater Cincinnati Cancer patients. We believe that great care begins with a great plan and we hope to take the feelings of chaos out of a cancer diagnosis for the more than 11,000 Greater Cincinnatians that will be diagnosed with cancer each year.

To make an appointment with CCA's world-class oncology team, receive more information about Cincinnati Cancer Advisors, or to donate to the Cincinnati Cancer Foundation, please visit <https://www.cincinnaticanceradvisors.org/>. To subscribe to CCA's "Medical Minute" podcast series, please visit <https://www.youtube.com/c/CincinnatiCancerAdvisors>.

### **About Kroger Health**

Kroger Health, the healthcare division of The Kroger Co., is one of America's leading retail healthcare organizations, with over 2,200 pharmacies and 220 clinics in 35 states serving more than 14 million customers. Our team of 22,000 healthcare practitioners - from pharmacists and nurse practitioners to dietitians and technicians - are committed to helping people live healthier lives. We believe in practicing at the top of our licenses and enabling



"food as medicine" to help prevent or manage certain diseases. We are dedicated to providing testing and wellness services to help Americans combat the COVID-19 crisis.