

## **INSTANT BRANDS DONATES \$25,000 IN PRODUCT TO COLORADO WILDFIRE RELIEF EFFORTS**

*Portable kitchens, cooking essentials help displaced residents make mealtime a bit easier*

**DOWNERS GROVE, Ill. (Mar 2, 2022)** – Instant Brands, maker of consumer favorites like Instant®, Pyrex® and Chicago Cutlery®, recently partnered with the Colorado Division of Homeland Security and Emergency Management and the Adventist Community Services Disaster Relief organization to secure shelter and basic material needs for the thousands displaced from the Marshall Fire. As part of this effort, Instant Brands donated \$25,000 worth of its kitchen essentials for delivery to impacted families.

“It’s devastating to see how so many lives were changed, with homes destroyed in just seconds,” said Ben Gadbois, President and CEO of Instant Brands. “Our hope is to restore a bit of normalcy to residents’ daily routines, wherever they may be, so families can continue to cook and eat together. We want to help make mealtime a little easier.”

Instant Brands’ donation comprises fan-favorite kitchen items, including Instant® Vortex Air Fryer Ovens, Chicago Cutlery® knife sets and Pyrex® food storage sets. Together, these products work as a ‘portable kitchen,’ offering displaced families options and more flexibility to create meals while away from home.

“Because of Instant Brands, hundreds of families will now have the tools they need to get back into mealtime routines,” explained Noah McCord, Voluntary Agency Liaison, Colorado Division of Homeland Security and Emergency Management. “Support from our private sector partners is essential after a community disaster. We’re grateful for Instant Brands’ generosity.”

Instant Brands encourages everyone to learn more about Colorado Responds and ways to help by visiting [coloradoresponds.org/wildfires.html](https://coloradoresponds.org/wildfires.html).

### **About State of Colorado Disaster Support**

Disaster recovery in Colorado is a combined effort of Colorado Voluntary Organizations Active on Disaster (COVOAD), the Donation and Volunteer Coordination Team (DVCT) and Colorado's Division of Homeland Security and Emergency Management (DHSEM).

### **About Instant Brands**

Instant Brands designs, manufactures and markets a global portfolio of innovative and iconic consumer lifestyle brands: Instant®, Pyrex®, Corelle®, Corningware®, Snapware®, Chicago Cutlery®, ZOID® and Visions.® With people-first and purpose-driven solutions in mind, Instant Brands is reimagining how people live, eat, connect, and play inside the home—and in the spaces where people gather. The Cornell Capital-backed company is headquartered in Downers Grove, Ill., and employs more than 2,400 people across four continents. Today, Instant Brands’ products are in millions of homes worldwide. For more information visit [Instant Brands](https://www.instantbrands.com) or join the community at [Instagram](https://www.instagram.com/instantbrands), [Facebook](https://www.facebook.com/instantbrands) and [Pinterest](https://www.pinterest.com/instantbrands).