



FOR IMMEDIATE RELEASE

Julie McKay
Preserve Communities / Buffalo Agency
jmckay@buffalo.agency

**French Broad Crossing Rallies Community to Donate 64,000 Meals
to Madison County Families in Need**

Donation matching campaign raised more than \$16,000 for local non-profit Beacon of Hope

MARSHALL, N.C. – (May 4, 2020) – French Broad Crossing, a residential development within Preserve Communities, will donate more than \$16,000 to local non-profit Beacon of Hope which will provide 64,000 meals to Madison County families impacted by the coronavirus pandemic. The donation was driven by a matching campaign in which Preserve Communities CEO and Founder Jack Fisher pledged to double donations from the community up to \$5,000. The donation to Beacon of Hope was made through the company’s foundation, The James Fisher Memorial Foundation.

“I grew up in Madison County so it holds a special place in my heart,” said Fisher. “I’m so inspired by how this community has united to help our neighbors in need and look forward to a continued partnership with Beacon of Hope to ensure those who are food-insecure will always have a reliable resource to turn to.”

The matching campaign was a true community effort with participants including French Broad Crossing homeowners, prospective homeowners and others in the community. Donors met the \$5,000 matching grant in under 24 hours and then tripled it by the end of the campaign.

“We are seeing demand skyrocket due to COVID-19 so this donation could not have come at a better time, as we try to keep up with the growing need,” said Jessi Koontz, executive director & CEO of Beacon of Hope. “With this generous donation, French Broad Crossing and the community are reminding us how fortunate we are to live in a small town with a big heart.”

In April, Beacon of Hope served 982 families and those numbers continue to increase. To learn more about how you can help Madison County families in need, visit www.thebeaconofhopemarshall.org.

About Preserve Communities

Preserve Communities is a real estate development company with over 30 years of proven success across a diverse portfolio of projects. Led by a seasoned team of professionals, we specialize in creating purposefully crafted communities that enhance the quality of life for residents. Our lifestyle centric communities are built to reflect their surroundings and take care to respect the long-term impact of development on the land and living experience. Learn more at www.preservecommunities.com.

About Beacon of Hope

The Beacon of Hope Service, a 501 (c) (3) non-profit organization, has been serving the residents of Madison County, North Carolina since 1997. The Beacon of Hope Service is partners with Manna FoodBank, an accredited member of Feeding America, the nation’s largest domestic hunger relief organization. Learn more at www.thebeaconofhopemarshall.org.

###