



## 2015 NEW GOOD NEIGHBOR AWARDS

**ARCHITECT**  
Ignarri-Lummis  
Architects LLC  
Cherry Hill

**BUILDER**  
Lynmar Builders  
Westville

**NOMINATOR**  
Hon. Dana Redd  
Mayor  
City of Camden

### *Price Rite of Camden*

*Camden is making a comeback, thanks to the commitments and collaborations of government officials and other public and non-profit agencies, residents and businesses.* So, when the Pathmark Supermarket closed in September 2013, it was a devastating blow to the community. It took away residents' only access to the kind of healthy nutrition and affordable options every community needs, and created a true "food desert." Such was the situation until the Ravitz Family stepped in and invested \$4 million to turn the Pathmark site into a Price Rite market.

Located at 2881 Mt. Ephraim Avenue, the 43,000-square-foot, state-of-the-art Price Rite of Camden's mission is to provide customers with a "clean, fresh, and friendly" shopping experience every day. Known for its values and self-service format, Price Rite offers customers the same quality foods as traditional supermarkets at about half the price and with the convenience of warehouse club-style shopping, without the membership fees or bulk-buying requirements.

Importantly, Price Rite is a source of healthy nutrition and affordable options, which is critical to the residents' well-being. It features fresh produce delivered daily, packaged meats, baked goods, a variety of private label and national grocery brands, and dairy and frozen food products. In addition to green vegetables, the store features some of the food distribution industry's leading "green technologies" including glass doors on dairy cases, energy-efficient lighting and energy efficient refrigeration.

Price Rite of Camden has brought more than 80 full- and part-time jobs to the community; about 75 percent of the employees are Camden residents. The employees are encouraged by Ravitz Family Markets to make a difference locally through community outreach and support of non-profit charities. The company's Cares Committee, staffed by store employees, nominates charities to support, and all employees vote on the final list. The committee then organizes and drives month-long fundraising campaigns, inviting customers to donate money or supplies to a selected non-profit organization.

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