



FOR IMMEDIATE RELEASE

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Bounty & Soul Launches “Name Our Truck” Contest for New Refrigerated Box Truck Made Possible by \$195,000 Publix Super Markets Charities Gift

BLACK MOUNTAIN, N.C. — September 1, 2026 — Bounty & Soul is inviting the community to help name its newest and biggest market truck, a bright new 26-foot Freightliner made possible through a \$195,000 gift from Publix Super Markets Charities.

The new truck is already on the road, expanding Bounty & Soul’s ability to bring fresh food to neighbors experiencing food insecurity throughout the region.

“It’s had a big impact,” said Eric Brown, Bounty & Soul’s Produce to the People Manager. “This truck has expanded our capacity when it comes to moving produce. We’re able to take in significantly more produce, move it more efficiently, and do it with fewer trips. I can’t overstate how much it’s supported our operations and our ability to meet the needs of the community.”

Now, the community gets to give this hardworking truck a name.





Community Invited to Help Name Bounty & Soul's New Truck

Bounty & Soul's fleet already has some fun names—including Tater, Big Peppa, Baby Bell, Butterbean, and BeetBox—and the organization is looking for a name that is just as creative for its newest truck.

Community members can submit up to three name ideas through the online contest. Bounty & Soul will select the top 10 submissions, and then the community will vote to choose the winning name.

Contest timeline:

- August 26–September 4: Submit your name ideas
- September 5–6: Bounty & Soul selects the Top 10
- September 7–11: Community voting
- September 15: Winning name announced

Submit your idea:

[Name Our Truck Contest](#)

"We're excited to invite our community to be part of naming this truck," said Ali Casparian of Bounty & Soul. "Our trucks are an important part of how we bring fresh food directly into the community, and we love that they have names and personalities of their own. Thanks to Publix Super Markets Charities, this new truck is helping us take that work even further—and now we need a name!"

The truck is the latest example of how investment in Bounty & Soul's infrastructure helps strengthen its ability to respond to the growing need for fresh, nutritious food across Western North Carolina. Bounty & Soul served nearly 290,000 people in 2025, distributed more than 2 million pounds of produce, and invested more than \$1 million in the regional food economy through partnerships with local farms and businesses.

Publix Super Markets Charities has a longstanding commitment to alleviating hunger and strengthening communities, and Bounty & Soul is honored to partner with them in expanding access to fresh, nutritious food across our region.

Also This Fall: Farm to Fork

Publix Super Markets Charities is also supporting Bounty & Soul's Farm to Fork fundraiser, happening October 3. The unique evening brings together some of Asheville's finest chefs and local farmers to celebrate the flavors of our region while raising funds for Bounty & Soul.

Farm to Fork pairs chefs directly with local farm partners to create seasonal small plates



inspired by what's growing right here in Western North Carolina. It's a celebration of our region's farms, culinary talent, and community—and every ticket helps support Bounty & Soul's mission to bring fresh, nutritious food to neighbors experiencing food insecurity across our region.

Featured Chefs: Posana, Curate, Soprana, Daymakers Slider Bar, Gypsy Queen, Annie's Cafe, Ukiah Japanese Smokehouse, The Hop Ice Cream, and Old Europe Pastries.

Featured Farm Partners: Tierra Fertil Coop, Red Scout Farm, Creasman Farms, TendWell Farm, O Farm, and Lee's One Fortune Farm.

Tickets are still available: www.bountyandsoul.org/farmtofork2026

About Bounty & Soul

Bounty & Soul is a community-driven food and health equity organization working at the intersection of food, farms, and health. Together, we connect, share, and celebrate nutritious food, education, and community while working toward a future where everyone has the opportunity to eat well, be nourished, and thrive.

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