

WiseChoice Foods LLC – WisePies Pizza
Albertsons Market
Make-A-Wish Foundation of NM
Mesa del Sol

News Release



“Pizza with Sole” Theme Celebrates the 3rd Annual WisePies Pizza Run

Community Event is Growing along with Sponsorships to Benefit the Make-A-Wish Foundation of NM

Albuquerque, N.M. – March 21, 2023 – WiseChoice Foods LLC, the manufacturer of the frozen pizza & snack brand WisePies Pizza and a certified minority owned, female led company based in Albuquerque, N.M., announced today the 3rd Annual WisePies Pizza Run brought to you by Albertsons Market benefiting the Make-A-Wish Foundation of New Mexico. This year’s run will be held on Sunday, June 4, 2023, in Albuquerque, NM at the Aperture Center Park in Mesa del Sol. Registration is now open for all age and skill levels with an early bird price of \$49 until March 31, 2023.

“Make-A-Wish New Mexico is fortunate to have the support of community partners like WisePies Pizza, who step up year after year to make sure we have the resources necessary to grant life-changing wishes,” said Sara Lister, President & CEO of Make-A-Wish. “We are grateful that they help us bring joy to the souls of our wish kids.”

“We want to keep granting wishes until there’s no more to grant! It’s a privilege to be able to support the Make-A-Wish Foundation of New Mexico and have a small part in the larger impact this organization is making in the lives of children experiencing critical illness,” stated Season Chavez, president of WiseChoice Foods. “I’m impressed by the support of our incredible community sponsors including our title sponsor for the second year in a row Albertsons Market and our location partners, Mesa del Sol and Guzman Construction Solutions. Our new sponsor partners include M&F Auto, our exclusive wellness sponsor Molina Healthcare, the City of Albuquerque, and the new Truly Lounge brought to you by Admiral Beverage Corporation.

New this year, participants and onlookers will experience a balloon glow to ignite the beginning of the race along with emcee Fred Slow from the *Two Men On* sports radio show and podcast, a live DJ, KRQE helicopter display, Bernalillo County Fire vehicles, truck display from M&F Auto with starting line stretching and warm-up movements with Sol Fitness. Participants that are 21 and older will get to enjoy a frosty beverage in the new outdoor Truly Lounge featuring Truly seltzers, White Claw vodka sodas and Modelo Oro light beer while enjoying a hot WisePies Pizza fresh out of the oven. Additional sponsors supporting the event include AUI, Inc., KRQE Media Group, iHeart Media, Albuquerque Business First, Sol Fitness, AAA Pumping Service, Albuquerque the Magazine, Bernalillo County Fire & Rescue and Fogo de Chao.

The WisePies Pizza Run is expanding locally with participation expected to double to 600 runners and virtually with an increase in participation in other markets encouraged across the nation. This annual event will continue to feature a 1-mile fun run/walk designed for families and light activity as well as timed 5K and 10k runs designed to challenge experienced runners. Attendees and participants can expect to enjoy music, prizes, celebrity runners, family-friendly activities and fresh, hot pizza for all participants and volunteers.

This year’s theme, *Pizza with Sole*, is in reference to the underlying philosophy of WisePies Pizza “having soul”. The meaning is related to when you feel something deeply, for when something touches you deeply, we say it “touches your soul.” WiseChoice Foods has a mission to give back to our local community, encourage positive lifestyle choices through better food options as well as uplifting physical activities.

We take it a step further by including a reference to the location of the run as well as the special winged shoes. The theme is reflected within the event graphics showcasing our favorite mascot, Speedy the running pizza, taking flight with wings on his high-top running shoes and the S-O-L of “Sole” in yellow referencing the location of Mesa del Sol. The 100% increase of the fundraising goal to \$60,000 to benefit the Make-A-Wish Foundation of New Mexico will leave a lasting impact in the State of New Mexico.

It’s easy to get involved in the 2023 WisePies Pizza Run including participation, sponsorships, and volunteer opportunities. Visit www.wisepiespizza.com/pizzarun to make a difference. Participation in the run is \$49 until April 1, 2023 and then increases to \$69 with day-of registration available at \$85. This gets you a spot on the starting line for your chosen event, an exclusive themed t-shirt or tank



top, a fresh & hot WisePies Pizza of your choice, refreshments following the event, and a beautiful day to remember making a difference in your health and in the lives of children experiencing critical illness who are in need of hope. You may also visit the website for the Make-A-Wish Foundation of New Mexico directly at www.wish.org/nm to make a direct donation.

ABOUT WISECHOICE FOODS LLC:

Started in 2017, WiseChoice Foods LLC launched the revolutionary frozen pizza line, WisePies Pizza – A Smarter Way to Pizza, as a crossover between the natural foods and traditional premium pizza categories that carries a clean label, all-natural promise and is known for the variety of authentic Hatch green chile products. The team at WiseChoice Foods feels like delicious food can and should also support overall consumer health through better food choices by meeting the highest quality food standards and removing more than 200 unnatural and potentially harmful ingredients that can be found in other food products while maintaining the robust and hearty flavors we all crave from our pizza and products.

WisePies Pizza now has an expanded line of frozen products including 10” pizzas, 16” pizzas for food service, calzones, pizza bites, and a new line of sauces for pizza and pasta. WiseChoice Foods is locally owned by Steven B. Chavez and operated in Albuquerque, New Mexico, is the first and only frozen pizza company from New Mexico and is certified minority-owned since 2018 by the National Minority Supplier Development Council (NMSDC) Southwest Division. WisePies Pizza is now available in thousands of grocery stores and through food service distributors across the country. Visit www.wisepiespizza.com to locate the grocery store closest to you that carries WisePies Pizza and to find out more about WiseChoice Foods, WisePies Pizza products and how we're impacting our community.

Instagram - [@wisepiespizzausa](https://www.instagram.com/wisepiespizzausa) Facebook - [@wisepiespizzausa](https://www.facebook.com/wisepiespizzausa) and [@wisechoicefoodsnm](https://www.facebook.com/wisechoicefoodsnm)