

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

## News Release



### Celebrating 5 Years of Wish Making with the 5<sup>th</sup> Annual WisePies Pizza Run

*In Honor & Memory of Bill Anderson, General Manager of KRQE News 13*

**Albuquerque, N.M. – February 25, 2025** – 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 5<sup>th</sup> Annual WisePies Pizza Run brought to you collectively by Albertsons Market and Market Street supermarkets benefiting Make-A-Wish New Mexico and supporting Girls on the Run Rio Grande. This year’s events will be held in honor of Bill Anderson, and will include a 1-mile fun run/walk, 5k run, and 10k run to be held on Sunday, May 18, 2025, starting at 7am, in Albuquerque, NM at the Aperture Center Park in Mesa del Sol. Registration is now open for all ages and skill levels with an early bird price of \$39 until March 31, 2025.

“Make-A-Wish New Mexico is profoundly grateful for the continued support of WisePies Pizza. Every year this incredible run makes it possible for us to grant life-changing wishes for children in New Mexico battling critical illnesses,” said Sara Lister, President & CEO of Make-A-Wish New Mexico. “This event brings the community together to provide the gift of hope and we are so proud that this year’s run will be in honor of Bill Anderson.”

“I can’t believe we’re in year five of the WisePies Pizza Run!” stated Season Chavez, president of WiseChoice Foods. “This year we are honoring and remembering one of the biggest champions of the WisePies Pizza Run, Bill Anderson, who was general manager of KRQE 13 until his passing in August 2024. He will forever be remembered as an advocate for healthier lifestyle choices and in supporting the most vulnerable children in our community.”

This large community event will continue to expand in its fifth year to have new and exciting features like a scavenger hunt that highlights the various activities and community partners, puppy adoptions, Kendra Scott jewelry, show car displays, a Bernalillo County fire truck with large American flag on display, Netflix PlayPals Family Area, Beer Garden featuring selections from Admiral Beverage Company, and so much more!

The WisePies Pizza Run continues to grow every year with 700 visitors expected. 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, Reflecting on Healthy Habits, is in reference to the core mission of the WisePies Pizza Run designed to enhance community health by promoting healthier eating habits and lifestyle choices that lead to improved physical and mental well-being. “Speedy” is showcased in pop-art style through four blocked, multicolored versions of the beloved mascot similar to the famous multi-colored Marilyn Diptych by Andy Warhol from 1962. We will also provide 5K resources at no cost for Girls on the Run, Rio Grande Chapter to create increased visibility for their program and provide additional fundraising opportunities for the organization.

The fundraising goal is set at \$80,000 to benefit the Make-A-Wish Foundation of New Mexico and support ongoing wish granting throughout the state of New Mexico.

It's easy to get involved in the 2025 WisePies Pizza Run including participation, sponsorships, and volunteer opportunities. Visit [www.wisepiespizza.com/pizzarun](http://www.wisepiespizza.com/pizzarun) to make a difference. Participation in the run is \$39 until March 31, 2025 and then



increases to \$49 with day-of registration available at \$59. 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, free family activities 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](http://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 way to clean up America’s favorite foods without sacrificing the flavors you love. WiseChoice Foods promises to make clean label, all-natural products 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 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](http://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)