

**FOR IMMEDIATE RELEASE**

**GRANGE CO-OP CELEBRATES GRAND OPENING OF NEW REDDING STORE AUGUST 15-17**

**Grand Opening Sale Runs Through August 24**

**Redding, CA** – Grange Co-op is proud to announce the official grand opening of its new Redding location at 55 Lake Boulevard. The Redding store is the company's eighth retail location and the second location in California.

Grand opening activities will be held August 15-17, 2025, with exclusive promotions, raffles, giveaways, and a warm welcome for the Redding community. The Grand Opening Sale continues through August 24, giving customers plenty of time to enjoy great deals throughout the store.

**GRAND OPENING HIGHLIGHTS INCLUDE:**

- Ribbon cutting ceremony: 8:30 AM, Friday, August 15
- The first 50 customers each day, August 15-17, will receive an exclusive Grange Co-op swag bag
- Customers can enter to win raffle prizes during the August 15-17 celebration
- Special in-store promotions available August 15-August 24
- Access to expert advice on gardening, pet care, farm and ranch needs, and fishing
- A chance to explore a 28,000-square-foot retail space dedicated to customer service excellence

"We are thrilled to bring Grange Co-op to Redding, California," said Neil Itzen, CEO of Grange Co-op. "Our model centers around knowledgeable, friendly employees providing excellent customer service. The community has consistently expressed a strong interest in having us here, and we're proud to finally open our doors. Redding feels like home. We look forward to fulfilling our co-op's purpose of helping our customers, employees, and communities achieve more together."

Grange Co-op has already formed strong connections in Shasta County, participating in events such as the Redding Sportsman's Expo, Haven Humane Doggy Dash, Anderson Home Show, Shasta Lake Veterans Parade, and the Redding and Igo Christmas Parades. These events have allowed Grange Co-op to meet and engage with the incredible people who make up this vibrant community.

Since 2021, Grange Co-op has invested over \$60,000 in youth livestock auctions across Shasta, Tehama, and Trinity counties, demonstrating a strong commitment to supporting future agricultural leaders and local youth development. Grange Co-op has also been a key sponsor of the Redding Rodeo for the last several years.

"Our experiences in Redding over the past several years—whether handing out dog treats at the Doggy Dash, sharing holiday cheer in local parades, or attending local rodeos and junior livestock auctions—have made us even more excited to become part of the community," said Jason Wall, Marketing Manager at Grange Co-op. "This grand opening is not just a store launch—it's a celebration of all the connections we've already begun building here."

The new store features a robust selection of farm, ranch, garden, fishing, pet supplies, work and western wear, and a state-of-the-art dog wash. It will also proudly carry Rogue Feed, which Grange Co-op manufactures in Southern Oregon.

Grange Co-op remains committed to supporting local youth programs, including 4-H, FFA, Jr. Livestock Auctions, and community rodeos, reinforcing the company's dedication to future agricultural leaders and rural values.

As a cooperative owned by its customers, Grange Co-op is committed to enriching the communities it serves. With the Redding location now open, the company is excited to begin this new chapter alongside Shasta County residents.

## **ABOUT GRANGE CO-OP**

Founded in 1934, Grange Co-op is a cooperative business owned by its customers, serving the needs of farmers, ranchers, pet owners, gardeners, and homeowners throughout Southern Oregon and Northern California. With a legacy built on customer service, community involvement, and high-quality products, Grange Co-op continues to grow alongside the people it serves.

For more information about the Redding location or the Grand Opening Celebration, visit [www.grangecoop.com](http://www.grangecoop.com).

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