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COMMUNITY FOODBANK OF NEW JERSEY HOLDS MATCHING FUNDS CAMPAIGN FOR GIVING TUESDAY  
*Funds raised will help those in need for the holidays and year-round*

HILLSIDE, NJ—November 29, 2021

Giving Tuesday is tomorrow, a day of generosity to kick off the holiday season and one of the Community FoodBank of New Jersey's (CFBNJ) biggest fundraising days of the year. This year, with food costs on the rise, a hard winter ahead, and pandemic support measures ending, hundreds of thousands of New Jerseyans are at risk of hunger.

To combat food insecurity during the holidays and year-round, CFBNJ is requesting the public's support for its Giving Tuesday matching funds campaign. The organization needs 2,000 donors to give by midnight on Tuesday in order to unlock \$25,000 in matching funds – enough to provide 75,000 nutritious meals.

"Coming together to make a difference is what Giving Tuesday is all about," said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey. "We need as much help as possible from generous individuals so that we can keep providing more food than ever before."

CFBNJ continues to distribute about 50% more food each month than it did pre-pandemic. Funds raised for Giving Tuesday will help the organization purchase food, fund programs, pay for general operating expenses, and more. Every \$1 provides 3 meals, and any amount helps CFBNJ towards its goal.

You can donate to CFBNJ's Giving Tuesday matching funds campaign at [cfbnj.org/givingtuesday](https://cfbnj.org/givingtuesday).

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*[The Community FoodBank of New Jersey \(CFBNJ\)](https://cfbnj.org), a member of Feeding America®, has been delivering food, help and hope across the state for more than 45 years. Last year, CFBNJ provided nutritious food for over 85 million meals through its network of more than 800 community partners including pantries, soup kitchens, emergency shelters, mobile pantries, and child and senior feeding programs throughout the 15 New Jersey counties it serves. For our hungry neighbors, the Community FoodBank of New Jersey is the powerful agent of change that fills the emptiness caused by hunger and provides resources that are essential to earning a sustainable living.*