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COMMUNITY FOODBANK OF NEW JERSEY LAUNCHES 'HOPE IS HERE' CAMPAIGN
Flash match kicks off effort to raise \$1 million by the end of the year

HILLSIDE, NJ—December 14, 2021

The Community FoodBank of New Jersey (CFBNJ) is launching its “Hope is Here” campaign with a 48-hour flash match. Towards a goal of raising \$1 million by the end of the year, a generous donor is providing \$10,000 in matching funds, but the opportunity is only available on Tuesday, December 14 and Wednesday, December 15.

On those two days only, every \$1 contributed towards the campaign will help CFBNJ provide six nutritious meals. Visit cfbnj.org/flashmatch to donate.

Last year, CFBNJ pulled out all the stops to provide enough food for 85 million meals – a 28% increase over 2019. This year, the organization expects to distribute 93 million meals, which will require added support from the public. Emergency pandemic support measures are ending soon, but many New Jerseyans still aren't back on their feet. Despite ongoing supply chain issues, CFBNJ is committed to meeting the increased need.

“This 48-hour flash match is a great opportunity to make your gift to CFBNJ go as far as possible,” said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey, “and the ‘Hope is Here’ campaign is a chance for us to show that, while need in our communities persists, the FoodBank provides hope through its tireless efforts.”

The “Hope is Here” campaign will run throughout the holiday season, with billboards across the state, ads in Newark Airport, radio PSAs, and TV commercials. The campaign employs emotional portrait-style images and lively CFBNJ warehouse action photos to show the faces of neighbors in need and the work being done to help them.

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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.