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Contact: Nicole Williams, Communications & Public Relations Manager
nwilliams@cfbnj.org / 732-798-5213

COMMUNITY FOODBANK OF NEW JERSEY KICKS OFF CAMPAIGN TO COMBAT PERIOD POVERTY
#GreatBigPeriodProductDrive will address a public health issue faced by neighbors in need

HILLSIDE, NJ—April 5, 2022

To address an often-hidden public health issue, the Community FoodBank of New Jersey (CFBNJ) is launching a month-long statewide campaign to fight period poverty. During the month of April, the #GreatBigPeriodProductDrive, will raise awareness and collect hygiene supplies and funds to address a problem faced by thousands of New Jersey residents. CFBNJ's Women Fighting Hunger volunteers are spearheading the campaign.

Lack of access to period supplies due to financial limitations, known as period poverty, often results in stress and shame, as well as time lost from school and work. Nationwide, according to a survey by U by Kotex®, more than two in five people with periods say they have struggled to access period products. It is also estimated by the Alliance for Period Supplies that one in four teens has missed class for lack of a maxi pad or tampon.

"Our mission involves not just providing food but also access to critical resources, like hygiene supplies," said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey. "Combatting period poverty is closely related to our core function of fighting hunger. Period supplies are not covered by most federally funded public assistance programs, and with tight budgets, neighbors in need often struggle to afford them."

The drive will run through April, and individuals, groups, and companies are invited to join in the effort by conducting their own in-person or virtual drives or by supporting CFBNJ's drive. Most-needed items include regular maxi pads, super maxi pads, and panty liners. All items must be new and in original packaging. Because of CFBNJ's extensive buying power, cash donations to the drive will have a powerful impact. A \$25 donation can provide a year's worth of maxi pads for someone in need.

For more information on how to support #GreatBigPeriodProductDrive, visit cfbnj.org/GBPPD. On Thursday, April 7 from 12 pm to 1 pm, CFBNJ's Women Fighting Hunger will also host an informative virtual lunch and learn about period poverty. A panel of local and national thought leaders will share their insights. Registration for this event is also available at cfbnj.org/GBPPD.

CFBNJ is a founding allied program of the National Diaper Bank Network's Alliance for Period Supplies, and its Period Initiative provides supplies to low-income, unhoused, and sheltered people across its service area.

In the coming year, CFBNJ's hygiene programs, including its Period Initiative and Diaper Program, aim to distribute over 13.2 million diapers and 8.6 million menstrual supplies. This will be made possible by generous #GreatBigPeriodProductDrive donations, as well as leadership gifts from the New Jersey Pandemic Relief Fund, the New

Jersey Department of Community Affairs, Greater Newark Health Care Coalition, Essential Good, Jewish Women's Foundation, and The Nicole and David Tepper Foundation.

CFBNJ's Women Fighting Hunger supports the goals and priorities of the organization, providing food, help, and hope through hands-on philanthropy, leadership, and collaboration. Skilled volunteer opportunities are available year-round, through a program that also provides opportunities for education, personal growth, and a sense of community. To learn more and get involved with Women Fighting Hunger, visit cfbnj.org/womenfightinghunger.

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[The Community FoodBank of New Jersey \(CFBNJ\)](#), 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.