



FOR IMMEDIATE RELEASE

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SECOND ANNUAL #GreatBigDiaperDrive COMBATS DIAPER NEED IN NEW JERSEY
Community FoodBank of New Jersey collects diapers, wipes, cream, and funds for families in need

HILLSIDE, NJ—September 8, 2022

To address diaper need throughout the state, the Community FoodBank of New Jersey (CFBNJ) will hold its second annual #GreatBigDiaperDrive throughout the month of September. Led by CFBNJ's Women Fighting Hunger in Hillside and Egg Harbor Township, the campaign is in honor of National Diaper Need Awareness Week, which will be from September 24 through October 2.

In partnership with community organizations, corporate supporters, and caring individuals, CFBNJ will collect diapers, wipes, baby cream, and cash donations to help the one in three families who struggle to afford hygiene supplies and are often forced to choose between diapers and other necessities.

"Families who struggle to afford food often lack access to diapers and other essential hygiene supplies, too," said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey, "and most federally funded public assistance does not cover non-food items, like diapers."

Most-needed items for the drive include diapers (all sizes, but especially sizes 4-6, as well as adult diapers), baby wipes, and baby cream. All items must be new and in original packaging. Cash donations to the virtual diaper drive can be made online, and groups and individuals are also invited to help raise awareness and run their own drives. New Jersey preschools and early childhood education centers are especially encouraged to participate this year.

For more information on how to support #GreatBigDiaperDrive, visit cfbnj.org/gbdd.

"Babies require up to 12 diapers per day, which adds up to between \$70 and \$80 per month – a cost that many struggling families simply cannot afford," Rodriguez added. "With every \$1 donated, CFBNJ can provide six diapers to help parents keep their children clean, dry, and healthy."

Last year's #GreatBigDiaperDrive collected over 5,000 pounds of diapers, wipes and creams and raised over \$32,000 – enough for 192,000 additional diapers. Since 2014, CFBNJ has been a member of the National Diaper Bank and distributes more than 5.2 million diapers annually to more than 175 community partners throughout the state.

CFBNJ's Women Fighting Hunger will also host an informative virtual lunch & learn about diaper need during National Diaper Need Awareness Week (date/time TBD). A panel of local thought leaders will share their insights about this important and often hidden public health issue. More details on the event will be available at cfbnj.org/gbdd.

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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.