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GIVING TUESDAY DONATIONS MATCHED FOR THE COMMUNITY FOODBANK OF NEW JERSEY  
*Funds raised will help those in need during the holidays and year-round*

HILLSIDE, NJ—November 28, 2022

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 inflation at a historic high, hundreds of thousands of New Jersey neighbors may struggle to put food on the table. Rising costs may force them to choose between special holiday meals with their families and other necessities like rent, utilities, or medicine.

To combat food insecurity during the holidays and year-round, CFBNJ is requesting public support for its Giving Tuesday fundraising campaign. If the organization raises \$75,000, it will unlock an additional \$50,000 in matching funds from a generous donor.

"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. "This year, it's more important than ever for people to give what they can in support of our neighbors in need."

Recently, due to the impact of inflation, CFBNJ has been providing more food than it was at the height of the COVID-19 pandemic – about 1 million more pounds per month, on average. Need for food assistance has grown tremendously. Funds raised for Giving Tuesday will help the organization to purchase food, fund programs, pay for general operating expenses, and more. Any amount helps CFBNJ towards its goal of unlocking additional funds.

You can donate to CFBNJ's Giving Tuesday fundraising 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.*