



FOR IMMEDIATE RELEASE

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YEAR-END DONATIONS MATCHED FOR THE COMMUNITY FOODBANK OF NEW JERSEY
Funds raised will help those in need in the upcoming year

HILLSIDE, NJ—December 27, 2022

Today, the Community FoodBank of New Jersey (CFBNJ) announced that a generous donor will match all year-end donations up to \$100,000. Until December 31, every dollar donated will be worth \$2 to CFBNJ to provide six meals to New Jersey neighbors.

The doubled generosity will go twice as far in feeding those in need during a time of record-high inflation. Grocery prices have skyrocketed, leading many members of the community to struggle to put food on the table for their families. Seniors on tight budgets, hard-working individuals, and low and middle-income families are being forced to choose between food and other necessities like rent, utilities, and medicine.

“Healthy items, especially, have gone up in price, for CFBNJ and for our neighbors in need. This makes it harder for us to address hunger as a health issue and more difficult for our neighbors to afford nutritious food,” said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey. “Now more than ever, we need the public’s generosity to go up against the impacts of inflation.”

This year, CFBNJ has seen a significant increase in neighbors seeking food assistance. Many of our community partners are serving more families than ever before, requiring CFBNJ to distribute more food than at the height of the COVID-19 pandemic – about 1 million more pounds per month. The matched year-end donations will support CFBNJ to continue meeting heightened need into the upcoming year.

You can donate to CFBNJ’s year-end match campaign at cfbnj.org/yearend.

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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.