



FOR IMMEDIATE RELEASE

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A DENIM DIFFERENCE: ANNUAL BLUE JEAN BALL MAKING MAJOR IMPACT

With need on the rise, the Community FoodBank of New Jersey's Blue Jean Ball will provide a boost to the fight against hunger

Honoring New Jersey Department of Agriculture Secretary Douglas Fisher, Roby and Josh Weinreich, and CFBNJ's partners providing fresh produce

Hillside, NJ—March 24, 2023

The Community FoodBank of New Jersey (CFBNJ) proudly announces its upcoming annual Blue Jean Ball. The beloved fundraiser has a new home this year, Hudson House in Jersey City, a beautiful venue with captivating views of the New York City skyline. With a goal to raise \$1.3 million, CFBNJ is expecting nearly 500 attendees.

“With the end of SNAP emergency allotments and as inflation increases food prices, it is more important now than ever before for all sectors of society to come together and support the fight against hunger,” said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey. “Our neighbors are still working through post-pandemic struggles. The Blue Jean Ball provides much-needed help while also honoring our partners who continue to go above and beyond for our neighbors in need.”

The **Blue Jean Ball on Thursday, May 18, 2023, at Hudson House in Jersey City** will acknowledge the unwavering commitment of CFBNJ's anti-hunger allies. This event celebrates CFBNJ's mission to provide food, help, and hope – with these three pillars represented by awards honoring those who have gone the extra mile to support New Jersey families and the work that CFBNJ does every day.

Honoring the bounty of the Garden State and a visionary partner, **New Jersey Department of Agriculture Secretary Douglas Fisher** will receive the FOOD Award. The HELP Award will be presented to **Roby and Josh Weinreich** for their decades of leadership and personal commitment to CFBNJ's mission and their incredible efforts in response to the pandemic. The HOPE Award will be shared among several dedicated partners: **Eastern Fresh Growers, Meadowlands YMCA, Mid-Atlantic Regional Cooperative** and **Saint John United Methodist Church**. These organizations provide essential fresh produce and inspire healthy and positive lifestyles.

The **Blue Jean Ball** will delight the senses with a floor to ceiling view of the Hudson River during a cocktail reception, where attendees will mingle before a sit-down gourmet dinner, award ceremony, and musical entertainment featuring **Lexi Lawson**, best known for her lead role in Lin-Manuel Miranda's 11-time Tony-award-winning Broadway phenomenon, HAMILTON. The master of ceremonies for the festivities will be New Jersey's own Adam Sank.

This is the perfect event for your corporate leadership team to learn more about the work of CFBNJ and its network of more than 800 dedicated partners collectively fighting food insecurity.

The event RSVP deadline is May 5. For sponsorship opportunities and more information, contact Renee Helfenstein at rhelfenstein@cfbnj.org / (908) 477-9924, or visit cfbnj.org/bluejeanball.

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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.