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COMMUNITY FOODBANK OF NEW JERSEY COLLECTS SUPPLIES, FUNDS TO COMBAT PERIOD POVERTY
Second annual #GreatBigPeriodProductDrive will address a public health issue faced by thousands in New Jersey

HILLSIDE, NJ—May 10, 2023

For a second year, the Community FoodBank of New Jersey (CFBNJ) is holding its month-long statewide campaign to fight period poverty, an often-unseen public health issue. During the month of May, the second annual #GreatBigPeriodProductDrive will raise awareness and collect period products and funds to address a problem faced by thousands of New Jersey residents. CFBNJ's Women Fighting Hunger 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 study by U by Kotex®, two in five people with periods have struggled to afford period products. A report commissioned by Thinx and PERIOD also estimates that one in four teens has missed class for lack of access to period supplies. Period products are not covered by most federally funded public assistance programs, like SNAP and WIC.

"When people with periods are forced to stay home from school or work because they can't afford critical hygiene supplies, their financial stability and mental health can suffer greatly," said Karen Leies, Chief of External Affairs at the Community FoodBank of New Jersey. "CFBNJ seeks to address root causes of hunger, and ensuring access to period products to keep our neighbors in need healthy and productive is an important part of this mission."

The drive will run through the month, culminating with National Period Poverty Awareness Week, May 22-28. Individuals, groups, and companies are invited to join 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 buying power, cash donations to the drive will have a powerful impact, as well. A \$25 donation can provide a year's worth of maxi pads for someone in need.

Donations can be dropped off during regular business hours at either of CFBNJ's warehouse locations: 31 Evans Terminal, Hillside or 6735 Black Horse Pike, Egg Harbor Township. **[Visit cfbnj.org/gbppd to learn how to run your own period product drive.](https://cfbnj.org/gbppd)**

On Tuesday, May 23 from 12 pm to 1 pm, CFBNJ's Women Fighting Hunger will host an engaging and educational virtual Lunch & Learn on period poverty. A panel of local and national thought leaders will share their insights. **[Registration is available for free at cfbnj.org/gbppd.](https://cfbnj.org/gbppd)**

CFBNJ is a founding allied program of the National Diaper Bank Network's Alliance for Period Supplies, and the organization's Period Initiative provides supplies to low-income, unhoused, and sheltered people across its service area. Last year alone, CFBNJ distributed more than 1.4 million period supplies to nearly 60,000 individuals through the Period Initiative. This was possible through last year's #GreatBigPeriodProductDrive donations.

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.