

Carl Gersh – or – Joe Doyle  
BeSeen Communications  
Phone: (856) 996-0400 x11 - or - x16  
carl@beseencommunications.com  
joe@beseencommunications.com

Kristin Valente  
Food Bank of South Jersey  
Phone: (856) 662-4884 x117  
kvalente@foodbanksj.org



# MEDIA ALERT

## SOUTH JERSEY PERSONAL CHEFS TO SERVE MEALS TO CHILDREN AT KIDS CAFE IN PAULSBORO

*South Jersey Personal Chefs will be serving a fresh, wholesome dinner to children at the Food Bank of South Jersey's Kids Cafe in Paulsboro, New Jersey.*

**Who:** South Jersey Personal Chefs

Food Bank of South Jersey Kids Cafe at the Boys and Girls Clubs of Gloucester County-- Paulsboro Unit

**What:** South Jersey Personal Chefs make giving back to the community part of their annual schedule. Each year, they select an organization for which they will prepare a fresh and wholesome meal. This year, South Jersey Personal Chefs has chosen the Food Bank of South Jersey's Kids Cafe at the Boys and Girls Club in Paulsboro, New Jersey as the organization it will serve. Next week, chefs will prepare a taco bar, chicken fingers, cucumber and carrot salad, fruit salad and ice cream bar for about 60 children at the Kids Cafe.

**Where:** Boys and Girls Club of Gloucester County – Paulsboro Unit Kids Cafe; 916 Penn Line Road, Paulsboro, NJ

**When:** Wednesday, February 11<sup>th</sup>, 2009; 1pm to 5:30pm (dinner served at 4:30pm)

### About the Food Bank of South Jersey

The Food Bank of South Jersey is a 501 (C) (3) nonprofit hunger-relief organization founded in 1985. Focused solely on the South Jersey region, the organization serves Burlington, Camden, Gloucester, and Salem counties. Now in its 23rd year of community service, the organization continues to serve as an agent for effective food rescue and charitable food distribution and has provided nearly 70 million pounds of food—the equivalent of 56 million meals—to thousands of families, seniors, individuals and children in need. The Food Bank of South Jersey is a member the nation's largest domestic hunger relief organization - America's Second Harvest®, the Nation's Food Bank Network™ as well as an affiliate of the United Way of Burlington, Camden, Gloucester and Salem counties.

### South Jersey Personal Chefs

South Jersey Personal Chefs prepare meals tailored to the needs and tastes of their clients in the convenience and comfort of clients' homes. South Jersey Personal Chefs first meet with clients in their home to develop a sense of their tastes and dietary needs. Chefs then help clients complete a food questionnaire, which is used to create a personal menu. Upon approval of the menu, a chef will shop for the ingredients needed and arrive at clients' homes with all of the cooking utensils needed to prepare meals. After cooking, meals are packaged, labeled and stored in clients' refrigerators or freezers. Complete thawing and heating instructions accompany each entrée, and chefs leave the kitchen spotless and homes smelling wonderful. South Jersey Personal Chefs serve the Southern and Central New Jersey and Philadelphia regions.

### Boys and Girls Club of Gloucester County

The Boys and Girls Club of Gloucester County offers kids a safe place to go after school where they can have fun and make friends. There are caring adults that offer guidance, mentoring and friendship. Young people of all backgrounds join together in meaningful opportunities for education, recreation and companionship.

# # # #

FOR RELEASE FEBRUARY 5<sup>TH</sup>, 2009

PLEASE CONTACT JOE DOYLE AT (856) 996-0440 X16  
JOE@BESEENCOMMUNICATIONS.COM