

# PRESS RELEASE

## FOOD BANK OF SOUTH JERSEY LAUNCHES NEW PROGRAMS TO COMMEMORATE HUNGER ACTION MONTH

*The Food Bank of South Jersey has joined Feeding America and more than 100 communities nationwide to bring greater awareness of hunger in America during Hunger Action Month.*

**Pennsauken, NJ, September 11<sup>th</sup>, 2008:** This September, Feeding America, the nation's largest hunger-relief organization (formerly known as America's Second Harvest), and its network of more than 200 member food banks and food-rescue organizations, including the Food Bank of South Jersey, are commemorating the inaugural Hunger Action Month. During Hunger Action Month, Feeding America and its member network are coordinating a nationwide call-to-action effort to mobilize the public, bring greater attention to the issue of hunger in America, and advocate ways individuals everywhere can get involved in the movement to end hunger in America.

During September, the Food Bank of South Jersey is launching numerous programs to raise awareness of Hunger Action Month and provide South Jersey residents with the opportunity to help end hunger right in their own community. On Friday, September 19<sup>th</sup>, the First Annual Food Bank of South Jersey Charitable Tennis Tournament will be held at Arrowhead Tennis Club in Medford, New Jersey from noon to 6pm. The tournament is open to members of the public and sponsorship opportunities are still available. The cost per ticket for players is \$100, and anyone can attend for \$50 or contribute through the many sponsorship and advertising opportunities being offered.

The Food Bank of South Jersey and numerous local supermarkets including ShopRite, Wegmans, Pathmark, Wawa, Super Fresh, and Genuardi will also be teaming up to "Check Out Hunger." The Check Out Hunger campaign allows customers shopping at these food markets to donate \$1, \$2, \$3, or \$5 at the checkout counter. The program will run through the Fall season, with 100% of the proceeds going to the hunger relief efforts of the Food Bank of South Jersey.

The Food Bank of South Jersey will also be running the “Let’s Do Lunch” campaign, which will allow South Jersey companies and their employees to get involved in helping to end hunger in South Jersey. Let’s Do Lunch is a week-long, community-wide initiative that asks participating companies’ employees to donate what they would normally spend on lunch that day to the Food Bank of South Jersey to help feed South Jersey’s hungry. Participants make selections from a virtual menu, and the total cost for the items they have chosen will be donated to the Food Bank of South Jersey. The campaign will run from Monday, September 22<sup>nd</sup> until Friday, September 26<sup>th</sup>.

The Food Bank of South Jersey’s KidzPack program will also start in September and run through the school year. In partnership with Wegmans of Mt. Laurel and Cherry Hill, the Food Bank of South Jersey will launch KidzPack, which will provide school aged children with a backpack full of nutritionally balanced meals to sustain them over the weekend. These packs are designed so that children with minimal supervision can easily prepare the meals for themselves. Davis Elementary School in Camden City was chosen as the pilot school for KidzPack because 95% of its 600 students access the reduced or free breakfast/lunch program.

In addition to participating in these activities, South Jersey residents can also volunteer their time at the Food Bank of South Jersey or local food pantries packing bags, delivering to homebound clients, restocking shelves, unloading trucks, and packing holiday baskets. For more information about volunteer opportunities at the Food Bank of South Jersey, local residents can contact Kristin Valente at [kvalente@foodbanksj.org](mailto:kvalente@foodbanksj.org) or 856-662-4884 ext. 17.

To learn more about the hunger-relief work the Food Bank of South Jersey is doing in Southern New Jersey, visit [www.foodbanksj.org](http://www.foodbanksj.org)

### **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 23<sup>rd</sup> 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. It is a member of

America's Second Harvest®, the nation's food bank network™ and the largest domestic hunger relief organization, as well as an affiliate of the United Way of Burlington, Camden and Gloucester counties. For more information, please visit: <http://www.foodbanksj.org>

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