

# PRESS RELEASE

## RUTGERS FIGHTS HUNGER WITH FOOD BANK OF SOUTH JERSEY

*Rutgers University has teamed up with the Food Bank of South Jersey to launch the Rutgers Against Hunger program to fight hunger in the South Jersey community.*

**Pennsauken, NJ March 10<sup>th</sup>, 2009:** Rutgers University has launched *Rutgers Against Hunger*, a university-wide initiative to help feed New Jersey's hungry and address the complex and pressing issues of food security through research, education, outreach and volunteerism. During this program, Rutgers is partnering with the Food Bank of South Jersey and other members of the New Jersey Federation of Food Banks, organizations that distributed more than 27 million pounds of food last year to more than 1,800 charitable programs serving people in need statewide.

The *Rutgers Against Hunger* initiative will focus the university community's existing efforts and work toward increasing awareness of the problems facing the state's residents most in need. The university will enlist students, faculty, staff, alumni and the concerned public in efforts to create an ongoing program that will stock food banks, provide consumer education on nutrition, food shopping and preparation, and conduct research toward improving food production, packaging and distribution throughout New Jersey. The most visible component of *Rutgers Against Hunger* and one with immediate impact will be a yearlong food and fundraising drive to help replenish New Jersey food banks including the Food Bank of South Jersey, which supplies food providers serving the needy in Burlington, Camden, Gloucester, and Salem counties.

"As the state university of New Jersey, Rutgers wanted to take actions that would benefit the state during this economic downturn," said Mary Beth Daisey, the Dean of Students and Associate Chancellor of Students Affairs. "There is a critical need among New Jersey food banks as they are experiencing unprecedented food shortages, and the Rutgers community believes it can help in alleviating this need."

Events being held in conjunction with the *Rutgers Against Hunger* initiative that are designed to entertain and serve as food collection sites include a Def Poetry/Spoken Word Show, a student body drag show, a dance competition, and an X-Treme Air show. In addition, two computers will be set up in the Rutgers Campus Center for students, faculty, and visitors to donate online through a the virtual drive and learn more about hunger in New Jersey. Throughout February, March, and April the Food Bank of South Jersey will also be at the Campus Center to provide information and answer community members' questions.

"We are thrilled that Rutgers has launched *Rutgers Against Hunger* and dedicated such a significant amount of resources and time to helping those suffering from food insecurity in New Jersey," said Val Traore, CEO of the Food Bank of South Jersey. "The Food Bank of South Jersey is committed to helping the university educate its community about hunger in South Jersey and continue to raise awareness of a problem that continues to plaque our community."

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 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.

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