



PRESS RELEASE

ShopRite Partners in Caring and General Mills Donates Pallet of Cereal to Food Bank of South Jersey

A social media contest for bloggers of hunger issues helps secure pallet of food for those in need.

Pennsauken, NJ, February, 2009: To blog or not to blog is not the question for supporters of the fight against hunger in South Jersey. In a unique initiative utilizing social media, and to help spur a discussion amongst local bloggers, ShopRite Partners In Caring recently held a social media consumer contest, called "Blog It Forward To Help Fight Hunger."

"For each comment the bloggers received in response to their posting, Wakefern/ShopRite, in partnership with General Mills, pledged to send one box of cereal to food banks in ShopRite's trading area," says Diane McCurdy, Event Planner, Community Relations for the Wakefern Food Corp. As a result of the outpouring of support from local bloggers, and their respective readerships, the Food Bank of South Jersey received an entire pallet of cereal.

The product, delivered this week via a ShopRite trailer to the Food Bank of South Jersey's Pennsauken headquarters will help to feed many food insecure South Jersey households.

The contest encouraged bloggers to share information about the issue of hunger with their readers. And, there was no lack of participation from blog writers and those who commented on their published thoughts. Fortunately, for our hungry South Jerseyans and for the Food Bank of South Jersey, this "pay it forward" type of campaign resulted in tremendous input and dialogue from the community. The ShopRite / General Mills generous donation will help families, children, elderly and the recently unemployed struggling to fill their stomachs. The Food Bank of South Jersey is honored to accept this offering and inspired by the public awareness that spawned the donation.

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 approaching its 25th year of community service, the organization continues to be a reliable source of charitable food. Since its inception, it has distributed provide nearly 100 million pounds of food—the equivalent of 84 million meals—to thousands of families, seniors, individuals and children in need. It is a member of Feeding America 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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