

**COMMUNITY FOODBANK OF NEW JERSEY JOINS NBC 4 NEW YORK, TELEMUNDO 47, STOP & SHOP AND TRI-STATE FOOD BANKS TO HOST REGION-WIDE FOOD DRIVE ON SATURDAY, APRIL 8**

***Community FoodBank of New Jersey to aid in non-perishable collection at 199 local Stop & Shop locations in New York, New Jersey and Connecticut***

**NEW YORK** – March 10, 2017 – Coming together to feed local families, replenish non-perishable supplies and recruit new volunteers to sustain important anti-hunger efforts, the Community FoodBank of New Jersey joined NBC 4 New York / WNBC, Telemundo 47 / WNJU and Stop & Shop to announce *Feeding Our Families / Alimentando a Nuestras Familias*, a massive, Tri-State food and volunteer drive scheduled for Saturday, April 8.

“We’re excited to join NBC 4 New York, Telemundo 47 and Stop & Shop Supermarkets for the first *Feeding Our Families* food and volunteer drive,” said Debra Vizzi, President and CEO of the Community FoodBank of New Jersey. “As a Latina and leader of New Jersey’s largest anti-hunger and anti-poverty organization, I see how hunger affects more than 1 million of our neighbors every day, and 31 percent of them are Hispanic and 17 percent are children. That’s why we’re happy to work with great partners to raise awareness about hunger and encourage our community to give back.”

Donations can be made at 199 Stop & Shop locations, including in dozens in New Jersey. Volunteers from the Community FoodBank of New Jersey and other partnering food banks will collect and pack all donated items to distribute to local families.

**WHO/ WHAT:** Community FoodBank of New Jersey, NBC 4 New York, Telemundo 47, Stop & Shop Supermarkets and six other Tri-State food bank and food rescue organizations join to host a region-wide food and volunteer drive.

**WHEN:** Saturday, April 8, between 10 AM and 6 PM.

**WHERE:** New Jersey residents can visit any of the region’s 199 Stop & Shop locations and place donation items inside clearly labeled collection bins. Please visit [NBCNewYork.com/fooddrive](http://NBCNewYork.com/fooddrive) or [telemundo47.com/noticias/destacados/Alimentando-a-Nuestras-Familias](http://telemundo47.com/noticias/destacados/Alimentando-a-Nuestras-Familias) to access an interactive map of food donation locations.

**DONATIONS:** Non-perishable food and personal hygiene items, including frequently requested items like baby diapers. Please visit [NBCNewYork.com/fooddrive](http://NBCNewYork.com/fooddrive) or [telemundo47.com/noticias/destacados/Alimentando-a-Nuestras-Familias](http://telemundo47.com/noticias/destacados/Alimentando-a-Nuestras-Familias) to access a list of items that can be donated.

“Fighting hunger is very important to WNBC. Food banks often face their greatest need between January and August, and regularly depend on volunteers to support their operations. Our April 8 *Feeding our Families* food and volunteer drive will help local food banks secure these important resources, which will make a difference for families across the Tri-State area,” said Eric Lerner, President and General Manager of NBC 4 New York.

NBC 4 New York and Telemundo 47 will offer live reports and broadcast cut-ins from several Stop & Shop locations on April 8, including on NBC 4 New York's *Weekend Today in New York* and *News 4 New York*, as well as on Telemundo 47's *Noticiero 47 Telemundo*. News personalities will also visit many Stop & Shop collection locations on April 8 to support onsite efforts.

"We see it time and time again – local families forced to choose between putting food on the table or keeping a roof over their head. The impact of this choice is particularly felt amongst our children, who are often forced to go to bed hungry. This is why Telemundo 47's *Alimentando a Nuestras* food and volunteer drive is so important – and why we encourage our viewers to come out on April 8 and join us as we help our friends and neighbors in need," said Cristina Schwarz, President and General Manager of Telemundo 47.

Stop & Shop, the Tri-State's largest supermarket chain with 199 stores located throughout the region, is committed to supporting the communities that it serves and those organizations that are on the front lines battling hunger every day. As a food retailer, Stop & Shop recognizes the important role it can play in hunger-relief efforts. In 2016, Stop & Shop donated almost \$4 million to hunger relief agencies throughout the region. Part of that effort included its signature Meat the Needs program which delivers safe, nutritious and much-needed meat to regional food banks and pantries for families in need.

"Stop & Shop is proud to continue its long-standing support of local food banks and pantries on behalf of *Feeding Our Families*," said Bob Yager, Stop & Shop New York Division Lead. "This will be the largest single-day food drive Stop & Shop has ever hosted, and our associates are eager to make this incredible event a success."

In addition to the participation of the Community FoodBank of New Jersey and Stop & Shop, the stations' April 8 food drive will include the involvement of six other food banks, including Connecticut Food Bank, Food Bank of Monmouth and Ocean Counties, Food Bank for New York City, Food Bank for Westchester, Food Bank of the Hudson Valley and Island Harvest (Long Island).

Food bank operations face periods of greatest need between January and August – a time outside of traditional periods of giving and volunteering coinciding with the holiday season. Non-perishable items are requested by families daily, but the most frequently-requested items are those not covered by public assistance programs such as WIC and SNAP. These requests range from baby diapers to personal hygiene items such as toilet paper, tampons and more.

Unique to NBC 4 New York and Telemundo 47's *Feeding our Families / Alimentando a Nuestras Familias* food and volunteer drive is the "Give 4" recruitment initiative. Those who register to volunteer four hours of their time every four months at local food banks can aid in stocking shelves, packing supplies and making local deliveries. "Give 4" donors can also assist local food banks and rescue operations through non-physical, customized tasks including accounting, social media, digital marketing and advertising.

For more information about the April 8 *Feeding Our Families / Alimentando a Nuestras Familias* food and volunteer drive, please visit [CFBNJ.org](http://CFBNJ.org), [NBCNewYork.com](http://NBCNewYork.com), [Telemundo47.com](http://Telemundo47.com) or [StopandShop.com](http://StopandShop.com).

**About the Community FoodBank of New Jersey**

The Community FoodBank of New Jersey (CFBNJ), a member of Feeding America®, provides people across the state with food, help and hope. The FoodBank distributed over 43 million pounds of food last year to its more than 1,000 community partners including pantries, soup kitchens, emergency shelters, mobile pantries, and child and senior feeding programs. More than 4.7 million times a year, someone in need is fed by the FoodBank's network of partners. For our neighbors, especially families, and for the volunteers and donors who support them, the Community FoodBank of New Jersey is the powerful change agent that fills the emptiness caused by hunger with the basic human essentials that people need to survive.

#### **About NBC 4 New York / WNBC**

NBC 4 New York / WNBC is the flagship station of the NBC Owned Television Stations division of NBCUniversal, serving the New York Tri-State area with an unparalleled commitment to broadcast excellence for 75 years.

The station features New York's largest investigative reporting team, the *I-Team* and includes Edward R. Murrow and Emmy Award-winning journalists who successfully track down the answers to the questions most important to viewers. *Storm Team 4*, the station's trusted weather team, utilizes the most accurate and the most powerful weather technology available to keep Tri-State viewers informed and safe when severe weather strikes. This includes *StormTracker 4*, the only commercial high-frequency S-Band dual polarization fixed Doppler weather radar operating in the Northeast.

In addition to NBC 4 New York's primary channel, other programming outlets include COZI TV, the station's multicast channel, and out-of-home platforms, including TV screens in taxi cabs, elevators and aboard New York-New Jersey PATH trains. The station also delivers news and information across all platforms, including its dedicated website, mobile app and social media platforms. For more information about NBC 4 New York, visit [NBCNewYork.com](http://NBCNewYork.com).

#### **About Telemundo 47 New York / WNJU**

Telemundo 47 / WNJU is the local Telemundo television station serving Spanish-speaking viewers in the New York Tri-State area. Owned by NBCUniversal, Telemundo 47 has been delivering local news, information and entertainment programming to viewers in New York, New Jersey and Connecticut for more than 50 years. The Tri-State's Spanish-language broadcasting channel for soccer, Telemundo 47 will offer exclusive Spanish-language coverage of the 2017 FIFA Confederations Cup and the 2018 FIFA World Cup™ tournament.

Delivering more than 24 hours of locally-produced news and programming each week, Telemundo 47 offers comprehensive breaking news coverage and features the New York market's only team of bilingual meteorologists, *La Autoridad en El Tiempo*, who use cutting-edge technology to keep viewers and their families safe and informed. This includes *Tele Doppler 47, con tecnología S band*, the most powerful and most accurate weather technology available. Telemundo 47's local consumer investigative unit, *Telemundo Responde*, returns every telephone call, responds to every electronic inquiry and has recovered nearly \$1.5 million for local viewers.

Telemundo 47 features *Acceso Total*, the region's only local entertainment variety program with TeleXitos, the station's multicast network, offering viewers many beloved, iconic television series in an easy-to-watch, comfortable Spanish-language format. The station demonstrates its commitment to the communities it serves by cultivating local partnerships with organizations that

reflect the diversity of the local market. Telemundo 47 provides news and information across all platforms, online at [Telemundo47.com](http://Telemundo47.com), and via its dedicated mobile app and across social media.

### **About Stop & Shop**

The Stop & Shop Supermarket Company LLC employs over 61,000 associates and operates 419 stores throughout Massachusetts, Connecticut, Rhode Island, New York and New Jersey. The company helps support local communities fight hunger, combat childhood cancer and promote general health and wellness – with emphasis on children’s educational and support programs. In its commitment to be a sustainable company, Stop & Shop is a member of the U.S. Green Building Council and EPA’s Smart Way program and has been recognized by the EPA for the superior energy management of its stores. Stop & Shop is an Ahold USA company. To learn more about Stop & Shop, visit [www.stopandshop.com](http://www.stopandshop.com) or [www.facebook.com/stopandshop](http://www.facebook.com/stopandshop).

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### **MEDIA CONTACTS**

#### **Community FoodBank of New Jersey**

Mary Faddoul  
908-355-3663 ext. 282  
[mfaddoul@cfbnj.org](mailto:mfaddoul@cfbnj.org)

#### **WNBC**

John Durso, Jr.  
212-664-5247  
[John.Durso@nbcuni.com](mailto:John.Durso@nbcuni.com)

#### **WNJU**

Wilson Guzman  
201-969-4080  
[Wilson.Guzman@nbcuni.com](mailto:Wilson.Guzman@nbcuni.com)

#### **Stop & Shop**

Cindy Carrasquilla  
646-645-9056  
[Cindy.Carrasquilla@stopandshop.com](mailto:Cindy.Carrasquilla@stopandshop.com)