



MEDIA CONTACTS:

Nancy Sergeant, Sergeant Marketing, Inc., 973-568-0001, nsergeant@sergeantmarketing.com
Janine Harlop, North Jersey Media Group Foundation, 973-569-7683, janineharlop@yahoo.com

**FOR IMMEDIATE RELEASE
SAVE-THE-DATE ANNOUNCEMENT**

MARK YOUR CALENDER TO JOIN

THE ACTION AGAINST HUNGER™ FOOD DRIVE ON OCTOBER 4, 2015

-- Help the 400,000 children in New Jersey who face food scarcity --

WOODLAND PARK, N.J. (August 14, 2015) The North Jersey Media Group Foundation's 24th Annual [Action Against Hunger™ Food Drive](#) (AAHFD) is scheduled for Sunday, October 4, 2015, from noon to 4 p.m. Last year, the food drive collected 83, 175 lbs of food. This year, the goal is to exceed that number by 10 percent. To reach this year's goal we need your help.

This year, despite the improvement in the economy, food insecurity will continue to be a grave struggle for 1,190,000 individuals in New Jersey. That statistic means that 1-in-8 people in New Jersey struggle to meet their basic needs often forcing them to make a choice between food and other essential expenses such as rent and medications.¹ This situation is especially critical for children and seniors, who benefit from donations made to food banks across our state. Cuts in food assistance and the NJ Assembly's failure to override the Governor's veto of the food stamp bill present more of a challenge for seniors, the disabled and children.²

"This is the 24th anniversary of the Action Against Hunger Food Drive and this program, which kicks off every October with the food drive, is a year-long effort," said Jennifer Borg, Vice President and General Counsel of North Jersey Media Group and president of the North Jersey Media Group Foundation. "The true success of AAHFD is the combination of cash and food donations and the collective collaboration of so many agencies, sponsors and volunteers brought together by The North Jersey Media Group Foundation."

The need for food and cash is dire. The food drive provides a chance for food donations that can be made at over 100 locations across North Jersey, including most local supermarkets. Cash

donations, which are the backbone of this effort, can be made now either through the mail or online.

The lead local emergency food-providing agencies that will get food packages to people in need by distributions through 65 local providers include Center for Food Action, Bergen County; CUMAC/ECHO, Passaic County; MEND, Essex County; and the Interfaith Food Pantry, Morris County.

For every dollar donated, pantries can buy \$11 worth of food using their buying power. Tax-deductible cash donations can be made online at www.ActionAgainstHunger.com or mailed to North Jersey Media Group Foundation, P.O. Box 75, Hackensack, NJ 07602-9192. For more information about the drive, drop-off sites and how you can help, please visit www.ActionAgainstHunger.com or call 973-569-7683.

Action Against Hunger™ sponsors include *1010 WINS*, Foodtown, Hackensack University Medical Center, Kings, Scott Graphics, ShopRite, and Stop & Shop.

About North Jersey Media Group Foundation

The North Jersey Media Group Foundation Inc. is a 501(c)(3) organization dedicated to providing charitable funding and services to make a significant difference in the lives of North Jersey residents.

About North Jersey Media Group

Independent and family-owned, North Jersey Media Group (North Jersey) is the leading provider of news and marketing services in northern New Jersey. *The Record* is an award-winning daily newspaper reaching nearly half a million readers a day with local, investigative and enterprise reporting. Forty-nine community newspapers circulate to 778,000 households across Bergen, Passaic, Essex, Morris, Hudson and Sussex counties. Together, the company's newspapers reach 98% of homes across Bergen and Passaic counties. NorthJersey.com is the number one website for local breaking news, receiving approximately 14 million monthly page views. Bergen.com, with approximately 1.5 million monthly page views, is the number one site dedicated to events and things to do for Bergen County. The recently launched BergenCounty.com gives residents - and those looking to live in the county - useful information and answers to their questions about the area. *(201) Magazine* reaches 50,000 affluent households in Bergen County, one of the country's wealthiest. Additional magazines reach the affluent residents of Wayne, Millburn, Short Hills and Montclair. The events division, Exposure, offers clients innovative ways to reach current and prospective customers through live experiences and community showcases. The company operates a state-of-the-art, solar-powered plant which prints all of the company's newspapers and those of select other publishers. The company employs nearly 1,000 people across 11 locations in North Jersey.

¹ www.njahc.org

² http://www.nj.com/politics/index.ssf/2015/01/nj_assembly_fails_to_override_christie_veto_on_foo.html