



## Media Advisory

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## Contact:

Lou Martelli  
(856) 662-4884 (x140)

### **Food Bank of South Jersey to Host 250 Children At *Summer Meals* Kick-Off at Wiggins Park in Camden**

**USDA and NJDA Officials Expected to Attend June 22 Event;  
FBSJ Aiming To Deliver 205,000 Meals to Low-Income Children This Summer!**

#### **What**

The Food Bank of South Jersey (FBSJ) is hosting 250 children for an afternoon of games, food, and music to mark the beginning of the non-profit organization's award-winning *Summer Meals Program* (SMP).

FBSJ is projecting to deliver more than 200,000 breakfasts, lunches, and snacks to 3,500 low-income children at 100 camps during this year's 12-week SMP; the children attending the Wiggins Park Kick-Off event are enrolled at five summer feeding sites located in Camden County.

#### **When**

June 22 (Wednesday), 2016  
Noon – 2:00

#### **Where**

Wiggins Park Promenade (Adjacent to Children's Garden)  
Riverside Drive and MLK Boulevard, Camden, NJ 08103

#### **Who**

Scheduled to Attend: **Stephanie Sutton-Page**, Coordinator for the New Jersey Department of Agriculture's *Summer Food Service Program*; **Tim Walsh**, USDA Nutrition Programs Branch Manager; **Dana Redd**, Mayor of Camden; FBSJ CEO and President **Val Traore**; FBSJ SMP Directors and Managers; representatives from state and local political officeholders; representatives from community/business partners supporting SMP.

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The Food Bank of South Jersey exists to provide an immediate solution to the urgent problem of hunger by providing food to needy people, teaching them to eat nutritiously, and helping them to find sustainable ways to improve their lives.

### **Why SMP Matters**

In the four counties in FBSJ's service area – Burlington, Camden, Gloucester, and Salem – there are approximately 50,000 food-insecure children. These children typically receive free or reduced lunches *during the school year*, but only 10% of them are enrolled in a camp program that offers nutritious meals daily when schools are in recess. FBSJ has made this “summer meal gap” a central focus by aggressively expanding its SMP. The 205,000 meals it will serve this year represents a 125% increase over its 2015 SMP total.

### **Visuals**

250 children (ages 8-10) enjoying lunch, games, face painting, and exploring a fire truck (courtesy of the Camden City Fire Department).

### **About the Food Bank of South Jersey**

The Food Bank of South Jersey (FBSJ) is the leader in providing safe and nutritional food to people in need throughout South Jersey. FBSJ distributes food, provides nutrition education and cooking courses, and helps food-insecure families and seniors find sustainable ways to improve their lives. In 2015, FBSJ provided 10 million pounds of food to nearly 200,000 South Jersey residents. FBSJ is a member of Feeding America, our nation's largest hunger-relief organization. To learn more visit [www.foodbanksj.org](http://www.foodbanksj.org).