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## NEWS RELEASE

### **The Malcolm Jenkins Foundation launches Hunger Relief initiatives in Louisiana and New Jersey**

*As part of Hunger Action Month, TMJF helps combat food insecurity with initiatives to feed 40,000 children in South Jersey and hundreds of New Orleans' families*

**Piscataway, NJ** — This week, 2x Super Bowl Champion and 3x Pro-Bowl New Orleans Saints Safety **Malcolm Jenkins** and **The Malcolm Jenkins Foundation** (TMJF) launched new hunger relief initiatives in New Orleans and South Jersey to support the fight against food insecurity. Since 2014, TMJF has conducted Get Ready Fest™, the Foundation's signature community outreach event that provides hundreds of pre-identified families with food, health and wellness products and essential resources. Due to the impact of COVID-19 on impoverished communities, The Foundation recognizes its importance to continue its hunger relief efforts and help those suffering from a lack of access to food and nutrition with an area of focus in New Orleans and South Jersey.

As part of its 10th Anniversary year, TMJF initiated its "Get Ready Fest™ – Feeding the 504" in collaboration with the Winn-Dixie Gives Foundation, Second Harvest of South Louisiana and the Broadmoor Improvement Association Food Pantry. In light of the pandemic, an active hurricane season and the alarming fact that one in four children is suffering from food insecurity in Louisiana, TMJF is committed in their partnership to feed 504 families every month in the New Orleans community through the end of 2020. "Get Ready Fest™ – Feeding the 504" will allow the Broadmoor Food Pantry to double the number of families it serves on a monthly basis in the 504 area code, who are living in poverty-stricken conditions.

Additionally, the Foundation joins the Food Bank of South Jersey (FBSJ) in their mission to combat food insecurity by donating \$10,000 to the organization. Help is still needed. In South Jersey alone, 40,000 children are starting the school year facing hunger. The critical need for food assistance in these communities of South Jersey has sparked the Give40 to Help 40,000

Children initiative. Donors are encouraged to participate in Hunger Action Month along with TMJF, as it only takes \$40 to provide 120 meals for food-insecure children.

“Far too many children go to bed hungry, and the impact of Covid-19 has been devastating for families. As unemployment reached record highs, extreme poverty leads to poor nutrition. The Malcolm Jenkins Foundation is proud to partner with leading non-profit organizations who are dedicating their time and resources to support our most vulnerable children, but we need the public’s support. Please consider donating to the Food Bank of South Jersey, the Broadmoor Food Pantry and/or Second Harvest,” said Jenkins, Founder and Chairman of The Malcolm Jenkins Foundation.

#### **About The Malcolm Jenkins Foundation**

Founded in 2010, The Malcolm Jenkins Foundation (TMJF) is a 501(c)(3) non-profit public charity with a mission to effectuate positive change in the lives of youth, particularly those in underserved communities. The Foundation is dedicated to youth development programs and initiatives that provide innovative learning opportunities, resources, and experiences that will help them succeed in life and become productive and contributing members of their community. For more information, visit: <http://www.themalcolmjenkinsfoundation.org/>

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

We are the Food Bank of South Jersey (FBSJ). FBSJ services Burlington County, Camden County, Gloucester County and Salem County. We remain the urgent solution these residents turn to when they are hungry and can’t afford to buy food. Through innovation and smart hunger-relief programming, the Food Bank has distributed over 150 million pounds of food, served more than one million fresh, nutritious meals to vulnerable children and provided tens of thousands of food boxes filled with healthy groceries to seniors. For more information, visit:

#### **About Winn-Dixie**

Founded in 1925, Winn-Dixie grocery stores, liquor stores and in-store pharmacies serve communities throughout five southeastern states - Alabama, Florida, Georgia, Louisiana and Mississippi. Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast. For more information, please visit [www.winndixie.com](http://www.winndixie.com).

#### **About The Broadmoor Improvement Association**

Since opening in 2013, the Broadmoor Food Pantry, which operates in partnership with Broadmoor Community Church and Second Harvest Food Bank, has diligently served the neighborhood and beyond to address growing food insecurity. In its early years, it consistently provided food for 40 families on a monthly basis. By 2019, the pantry had grown to serving 260+ families across the entire GNO area every month.

#### **About Second Harvest of South Louisiana**

Second Harvest Food Bank leads the fight against hunger in South Louisiana by providing food access, advocacy, education, and disaster response. Second Harvest provides food and support to 700+ community partners and programs across 23 parishes. Through their food distribution programs, community kitchen meal service, nutrition education and public benefits assistance, the organization helps create pathways out of poverty.

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