



MEDIA ADVISORY

NFL Pro Bowl Safety and Two-time Super Bowl Champion Malcolm Jenkins & The Malcolm Jenkins Foundation Feeds Families for the Holiday in Communities of Camden, Philadelphia and New Orleans

Delivering Holiday Dinner Baskets and Toy Giveaway to 420 Struggling Families

WHO: Philadelphia Eagles Pro Bowl Safety and Two-time Super Bowl Champion Malcolm Jenkins; Gwendolyn V. Jenkins, President, The Malcolm Jenkins Foundation (TMJF); Honorable Mayor Francisco 'Frank' Moran, City of Camden; Capt. Jarreau Thomas, Philadelphia Police Department (PAL); Rev. John O. Parker, Antioch Baptist Church; Loyce Pierce Wright, The Malcolm Jenkins Foundation (TMJF); Lauren Narcisse, College Track New Orleans, Interim Site Director

WHAT: HOLIDAY DINNER BASKET SURPRISE - A nourishing meal, shared with family and friends, is a holiday tradition that makes the season special. However, it can be one of the most challenging and stressful times of the year for many struggling families, unsure of how they will be able to afford all the fixings. Each year, to ensure that vulnerable families can participate in these special days of joy, The Malcolm Jenkins Foundation provides festive food baskets, filled with a turkey and all the nutritional staples and trimmings to prepare a holiday feast, for hundreds of families in need.

In keeping with the jersey number (27) that Malcolm wears on the field, The Malcolm Jenkins Foundation invites 27 organizations in each community to serve as partners in identifying families in need of a festive blessing, from within the community their organization serves.

Through its partnerships with Philadelphia Police Department's Police Athletic League (PA), Antioch Baptist Church (NJ), City of Camden (NJ), and College Track New Orleans (LA), the Foundation and its team of volunteers will gather to assemble and distribute holiday meal baskets for 420 household across the three locations. Each community partnering organization will pick up the festive gifts and deliver to their respective families. Selected families will receive in-person surprise deliveries of food baskets and gifts from members of The Malcolm Jenkins Foundation and its partners. The collaborations underscore the spirit of giving during the holidays, the importance of community engagement and partnerships, and supporting those in need.

Striving to make a positive impact in each state in which Malcolm has resided, since 2011; The Malcolm Jenkins Foundation's Holiday Dinner Basket Surprise program has served more than 1,385 families. This year, with a financial grant from BNY Mellon and in-kind sponsorship from ShopRite Supermarkets operated by the Brown Family, the Foundation

has expanded its program to include 140 families residing in the City of Camden, NJ, a community in which 35% of households live below the poverty level. Through its expansion to three states, this year's effort will support 420 families.

What is in each basket? Each family will received a 14 lb turkey, 1 box of Stuffing, 1 can of Cranberry Sauce, 2 large cans of Green Beans, 2 large cans of Collard Greens, 2 boxes of Macaroni and Cheese, 5lbs of Potatoes, a bag of Fresh Produce, 1 box of Spaghetti, 1 large jar of Spaghetti Sauce, Bread/Dinner Rolls, Cider/Punch, 1 box of Rice, a can of Milk, 1 pkg. Gravy, 1 Sweet Potato Pie, an Aluminum Pan, Paper Plates and Utensils, all festively wrapped in a reusable laundry basket.

In addition to the food baskets, families residing in Philadelphia and Camden with children 15 years and under, will all receive toys and gifts for the holiday, thanks to the collaboration and generous contributions from the City of Camden, Hersha Hotels and Resorts, Coral Homes, Dolly's Boutique, Philadelphia PAL, The Harrison College House @ PEN, Omega Psi Phi Fraternity Inc. Chi Upsilon, and Damari Savile who each conducted toy drives in support of The Malcolm Jenkins Foundation.

Invited community organizations: (see list attached)

WHEN & WHERE: SATURDAY, DEC. 15, 2018 (NEW ORLEANS) 12:00pm - 2:00pm
NEW ORLEANS
College Track New Orleans
2225 Congress Street
New Orleans, LA

MONDAY, DEC. 17, 2018 (CAMDEN, NJ) 10:00am - 12:00pm
CAMDEN, NJ
Antioch Baptist Church
690 Ferry Avenue
Camden, NJ 08104

***Best Time for Media Availability* 9:30 am at Antioch Baptist Church – Mayor Frank Moran and Gwendolyn Jenkins will be available for remarks, volunteers packing. Deliveries begin at 10:00 am.**

MONDAY, DEC. 17, 2018 (PHILADELPHIA, PA) 1:00pm-3:00pm
PHILADELPHIA, PA
Wynnefield PAL
Pinn Memorial Baptist Church
2251 N. 54th Street
Philadelphia PA 19131

***Best Time for Media Availability* 1:00 pm at Wynnefield PAL - TMJF staff, board, and key partners help with packing and distribution. Deliveries begin at 2:00 pm.**

Media Contact: Rebecca Otto, Wasserman, rotto@teamwass.com

On-site Contact: Egypt Graham, The Malcolm Jenkins Foundation, 267-475-9474

Background: The Malcolm Jenkins Foundation's Holiday Dinner Basket Surprise has served more than 1,385 families since 2011. Striving to make an impact in every state in which Malcolm Jenkins has lived, the effort has expanded from New Orleans, LA to Philadelphia, PA, to Camden, NJ. Covering three communities, this year's effort will serve a total of 420 families.

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 under-served communities; by providing resources, innovative opportunities and experiences that will help them succeed in life and become contributing members of their community. The Foundation is committed to youth development initiatives and programs, which emphasize character development, leadership, education, life skills health and recreation. For more information visit: <http://themalcolmjenkinsfoundation.org/> and follow @TheMJFoundation on Twitter, Instagram and Facebook.

About Brown's Super Stores

Brown's Super Stores is a family owned and operated supermarket chain of 11 Philadelphia area ShopRite supermarkets and 2 Fresh Grocer supermarkets, and was founded in 1988 by President and CEO Jeffrey Brown. Brown's is headquartered in Westville, New Jersey. The Company is well known for its state-of-the-art supermarkets that are spotlessly clean, offering a wide variety of fresh food, low prices and friendly customer service. Brown's has been well recognized for its dedication to the communities it serves and was recognized by The White House for its efforts in serving urban communities who lack affordable, fresh and healthy food. Brown's most recent efforts have included programs for the training and hiring of those who were previously incarcerated and a focus on wellness for the various communities they do business in. For more information, please visit us at www.brownschefsmarket.com

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