



## MIDDLESEX COUNTY IMPROVEMENT AUTHORITY

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### **FOR IMMEDIATE RELEASE**

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## **New Years' Resolution For MCFOODS: Boost Collection Drives**

**MIDDLESEX COUNTY** – Last year was marked by a shortage in food drives, yet a slight uptick in donations, according to an annual report from Middlesex County's official food bank.

From 2011 to 2012, the Middlesex County Food Organization and Outreach Distribution Services tracked a 22 percent decline in the number of MCFOODS-affiliated food drives, a sum that totaled 170 by December's end. In contrast, food donations increased by a little more than 50 tons from the year prior, climaxing at 434 tons during that same timeframe.

MCFOODS organizers attributed the tonnage increase to contributions from local residents, businesses and even some out-of-state entities following Hurricane Sandy's Oct. 29 landfall in Central Jersey.

Permanent collection sites, like area libraries, contributed 13 tons, the Middlesex County Spring School Food Drive 58 tons and the Monroe Fall Harvest Food Drive 5 tons in 2012. Additionally, product donations from regional business and other organizations accounted for 238 tons and Hurricane Sandy relief supplies more than 50 tons.

Operated by the Middlesex County Improvement Authority, MCFOODS opens its doors to an average of 42 organizations – soup kitchens, community pantries and church groups – with weekly distributions of approximately 9 tons or 18,000 pounds of food and supplies. These distributions are coordinated from a New Brunswick-based warehouse; a facility provided by the Middlesex County Board of Chosen Freeholders.

“Hunger doesn't know a season or an income level –in this economy it might be your neighbor, best friend or even family member that's seeking assistance,” said MCFOODS Project Manager Jennifer Apostol. “We hope Middlesex County residents will realize how close to home hunger really hits and that 2013 will bring increased community awareness and subsequently, activism.”

Despite recent statistics, Apostol is optimistic that a new year will spark a renewed interest from food drive sponsors.

“Sponsoring a food drive is a great way to instill values in our children, make new friends in the community or just spread some good will,” she added. “When you do good, you feel good.”

MCFOODS provides several tools to assist any individual, organization or business that sponsors a drive, including:

- Informational flyers
- Storage containers
- Transportation of donations

For more information on the MCFOODS program, log onto [www.mciauth.com](http://www.mciauth.com) or contact Apostol at 609-409-5033 or by e-mailing [ja@mciauth.com](mailto:ja@mciauth.com).

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