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Local Food Bank Hosts Can Tree Wonderland: NY Rockin' Christmas Edition

Large-scale food drive and fundraiser for hunger-relief during the holidays

Riverside, CA – November 18th, 2025 – Feeding America Riverside | San Bernardino (FARSB) is hosting its 5th Annual Can Tree Wonderland: NY Rockin' Christmas Edition presented by Albertsons, Vons, Pavilions Foundation on Saturday, December 13th, 2025. This community event boosts awareness of food insecurity during the holiday season while creating a healthy, creative competition for the neighbors to participate in.

“The holiday season is tough on families struggling with food insecurity, and this event lifts our community members' spirits, brings people together, and provides food and funds for hunger-relief during the holidays when needs are higher, said Carolyn Fajardo, CEO at FARSB.

Event Details:

- Date: Saturday, December 13th
- Time: 12:00 to 2:00 PM
- Location: 2950-B Jefferson St. Riverside, CA 92504

The event starts with a building and decorating competition with holiday trees made from canned goods. Groups can use holiday décor to create a themed tree, a classic Christmas display, or an eclectic design. Once trees are completed, the event opens for public viewing with a NY Rockin' Christmas theme that will be on full display – complete with a Santa, a life-size NYC skyline, and more!

- View & Vote: Browse the Can Tree displays and cast your vote for your favorite tree.
- Snap a Photo with Santa: Take a memory with you and grab a photo with Santa himself in front of a huge NYC skyline!
- Mamma Mia's Pizza: (1) Complimentary NY-style pizza slice available for attendees (Subject to availability).
- Gingerbread House Contest: Build a mini gingerbread house from cardboard to win a prize.

This free event is open to the public, but donations are strongly encouraged to support FARSB's mission to alleviate food insecurity across the Inland Empire.

How to Get Involved:

- Attend & Vote: Join us at the FARSB warehouse on Saturday, December 13th for activities, games, and voting for your favorite tree. Festivities start at 12 PM. More information available at FeedingIE.org/cantree

- Sponsor or Build a Can Tree: Join the build portion of the day. Purchase or collect cans for your own tree. All food is donated back to the FARSB after the event.
- Support our Community Tree: Can't purchase or collect cans for a full tree? Donate a single can to help build our Community Tree and proudly display your name, club, or business on a can. The Community Tree will be displayed at the Can Tree Wonderland event on Saturday, December 13th.

Can Tree Wonderland: NY Rockin' Christmas 2025 is made possible by our gracious sponsors: Albertsons, Vons, Pavilions Foundation, DCH Subaru of Riverside, Vulcan Materials Company, Altura Credit Union, Athen Services, Hodgdon Management Construction, QVC Group, and San Bernardino Elks Lodge 836.

Photo Credits: Feeding America Riverside | San Bernardino

About Feeding America Riverside | San Bernardino

Feeding America Riverside | San Bernardino (FARSB) is leading the fight against hunger in the Inland Empire by providing food access, emergency relief, education, and advocacy to families in Riverside and San Bernardino Counties. FARSB opened in 1980 as Survive Food Bank in response to the increasing concern about the dual problems of hunger and food waste in the Inland Empire. Today, FARSB is the primary food source for nearly 250 local nonprofit organizations, distributing over 3.1 million pounds of food monthly to emergency food pantries, soup kitchens, high-need elementary schools, senior centers, after-school programs, and more. With the help of these community partners, they make up the largest hunger-relief organization serving Riverside and San Bernardino Counties, ultimately making food security a reality for

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