



**Contact:**  
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**FOR IMMEDIATE RELEASE:**

**Feeding America Riverside | San Bernardino Hosts 4th Annual Can Tree Wonderland**  
*Holiday Event to Fight Hunger, Featuring Festive Fun for the Whole Community*

**(Riverside, CA – November 26th, 2024)** – Feeding America Riverside | San Bernardino (FARSB) invites the community to join their 4th annual Can Tree Wonderland fundraiser and community event, proudly presented by the Albertsons, Vons, Pavilions Foundation, on Saturday, December 14th, 2024. This festive celebration combines creativity, competition, and compassion to support FARSB’s hunger-relief programs.

“This time of year is especially challenging for hardworking families, as the cost of food and holiday traditions can feel out of reach,” said Carolyn Fajardo, CEO of FARSB. “Can Tree Wonderland helps keep our critical programs running while bringing donors, volunteers, and the community together to celebrate the season of giving.”

The day begins with a canned tree-building competition, where sponsors and community teams create towering, artful “trees” from donated canned goods. Once completed, the event opens to the public, transforming the FARSB warehouse into a Grinch-inspired winter wonderland filled with activities for all ages:

- Vote for your Favorite Can Tree: Explore the impressive displays and cast your vote for the best creation.
- Who-tastic Fun: Compete in the “Who-Hairdo” competition or test your skills at mini-fair games.
- Meet the Grinch: Keep an eye out for a special visit from the Grinch himself!
- Light Snacks & Drinks: Complimentary for attendees to enjoy.
- Photobooth: PBG Entertainment will have a display for capturing the holiday spirit.
- Folklorico: Danzantes del Valle, Valley View Elementary School performances.

This free event is open to the public, but donations are strongly encouraged to support FARSB’s mission to combat food insecurity across Riverside and San Bernardino Counties.

**How to Get Involved:**

- Attend Can Tree Wonderland: Join us at the FARSB warehouse on December 14th for a day of fun and giving back. Festivities start at 12 PM. More information available at [FeedingIE.org/cantree](https://FeedingIE.org/cantree).
- Visit the Galleria at Tyler before December 14th: Visit the Can Tree Wonderland display at the Galleria at Tyler (Santa photo area) and make a monetary donation via the QR code or via the donation box.

- Join the Community Tree: Donate at [FeedingIE.org/DonateACan](https://www.FeedingIE.org/DonateACan) where your donation of just \$5 or more, will allow your name—or the name of your family, club, committee, or business—to be proudly displayed on a can as part of our Community Tree at Can Tree Wonderland on December 14<sup>th</sup>.

Can Tree Wonderland 2024 is made possible thanks to the generosity of our sponsors: Vulcan Materials Company, Hodgdon Management Construction, Molina Healthcare, DCH Subaru of Riverside, Athens Services, Dedeaux Properties, Avalon Bay Communities, and more.

For more information about FARSB's annual Can Tree Wonderland event and to RSVP for the free community event, please visit [www.feedingIE.org/cantree](https://www.feedingIE.org/cantree)

### **Event Details:**

Saturday, December 14<sup>th</sup>  
12:00 pm to 2:30 pm

### **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 over 250 local nonprofit organizations, distributing over 2.7 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 over one million households every year. Feeding America Riverside | San Bernardino proudly holds the 2024 Guide Star Platinum Seal of Transparency, the highest level of transparency achievable through Guide Star. For more information, visit <http://www.FeedingIE.org>

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