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FOR IMMEDIATE RELEASE:

Feeding America Riverside | San Bernardino Raises Over \$61,000 to Fight Holiday Hunger
Community members enjoy a Grinch-themed event to raise funds for food bank programs

(Riverside, CA – December 19th, 2024) – Feeding America Riverside | San Bernardino (FARSB) hosted its 4th Annual Can Tree Wonderland presented by Albertsons, Vons, and Pavilions Foundation on December 14th, raising over \$61,000 to support hunger-relief programs. The festive event featured a Grinch-themed canned food drive, bringing the community together to fight food insecurity during the holiday season.

"The community's incredible support for Can Tree Wonderland this year was truly inspiring, especially as we approach the holiday season," said Carolyn Fajardo, CEO of FARSB. "This event not only helps sustain our essential programs but also unites donors, volunteers, and the community in a powerful celebration of generosity and the spirit of giving."

More than 40 groups participated in a creative decorating competition, building canned food displays inspired by Christmas trees. Community members voted for their favorites, with three standout winners recognized for their efforts.

- 1st place: DCH Subaru Riverside – “Subaru Tree”
- 2nd Place: Vons Store 2659-Riverside Plaza – “Wicked Tree”
- 3rd Place: Stanbridge University – “Penguin Tree”

Community members viewed and voted for their favorite displays while enjoying Dutch Bros drinks, playing Grinch-themed fair games, competing in the Cindy-Lou Who hairdo competition, snapping photos at the PBG Entertainment photo booth, and interacting with the Grinch himself.

Can Tree Wonderland 2024’s success was made possible due to the generosity of our sponsors: Albertsons, Vons, and Pavilions Foundation, Vulcan Materials Company, Hodgdon Management Construction, Molina Healthcare, DCH Subaru of Riverside, Athens Services, Dedeaux Properties, and Avalon Bay Communities.

For more information about FARSB’s hunger-relief programs, please visit www.feedingIE.org/

Photo Credit: 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 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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