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**FOR IMMEDIATE RELEASE**

**Step into a Winter Wonderland: Feeding America Riverside | San Bernardino's 3<sup>rd</sup> Annual Can Tree Event is coming!**

**(Riverside, CA – September 27, 2023)** – Feeding America Riverside | San Bernardino (FARSB) is proud to announce the return of their 3rd annual Can Tree Wonderland set to take place on Saturday, December 2, 2023 at their Riverside warehouse. This family event will once again transform canned food donations into holiday tree displays, illuminating the spirit of giving during the festive season. Can Tree Wonderland has become a cherished tradition in Riverside, serving those facing food insecurity in the Inland Empire.

“Can Tree Wonderland is not just a festive display of creativity; it is a beacon of hope for those seeking food assistance,” said Carolyn Solar, CEO of FARSB. “By coming together to collect food donations and displaying them during these holidays, we are not only raising awareness of the pressing need but also actively working to alleviate it.”

There will be dozens of featured "trees" crafted from nonperishable food donations. Local businesses, corporations, nonprofits, clubs, and other participating groups must register by Friday, November 3rd, at [www.FeedingIE.org/cantree](http://www.FeedingIE.org/cantree) if they would like to sponsor or participate in the event. The canned tree structures will be displayed for only one day. Community members will be invited to join the fun by voting for their favorite tree in our People's Choice category, with winners announced in January 2024.

Donated cans will support FARSB's Inland Empire hunger relief programs during winter. Last year, FARSB collected 16,750 pounds of food, equivalent to over 13,500 meals. Join FARSB in making this holiday season a little brighter for neighbors in need. Together, FARSB and the community are lighting up hearts and homes in the community with the spirit of giving!

For more information about the event, please call Angela Jugon at 951-359-4757 or email at [ajugon@feedingamericaie.org](mailto:ajugon@feedingamericaie.org).

Photo Credit: Michael Elderman

**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 two 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 2023 Guide Star Platinum Seal of Transparency, the highest level of transparency achievable through Guide Star. For more information, visit [www.FeedingIE.org](http://www.FeedingIE.org).

**Press Contact**

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