



CAN TREE WONDERLAND

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FOR IMMEDIATE RELEASE

Feeding America Riverside | San Bernardino to Launch Inland Empire's First Ever Can Tree Wonderland Food Drive *Interactive Food Drive to Support Inland Empire Resident's Experiencing Food Insecurity*

(Riverside, CA – July 19, 2021) – Feeding America Riverside | San Bernardino (FARSB), the regional food bank of the Inland Empire, is partnering with the Greater Ontario Convention and Visitors Bureau to launch the first Inland Empire-based Can Tree Wonderland Food Drive, a team-building competition where “trees” will be built out of canned goods for a festive holiday food and fund drive effort, where prizes will be award to the best team-build trees. Can Tree Wonderland takes place on December 11, 2021, at the Christmas on Euclid event in Ontario, CA and will feature dozens of “trees” built from collected food cans. All cans donated to FARSB through Can Tree Wonderland will support the food banks' local hunger relief programs.

There are three ways the general public can get involved:

1. **COLLECT & BUILD** – Community member teams can collect and/or buy canned goods, design and build their own tree on Euclid Avenue.
2. **BUY & BUILD** – Send FARSB a donation to purchase the cans. All materials will be ready on-site to start building the day of event.
3. **SPONSOR A TREE** – Community members and organizations can sponsor a tree that will come with special branding opportunities. Sponsor teams can build the tree themselves or have FARSB volunteers build it for them.

Interested companies, community members, and organizations can register to build or sponsor a tree for the food drive event by visiting www.FeedingIE.org/cantree.

FARSB is offering several sponsorship packages, ranging in amenities and price points. Please direct sponsorship inquiries to Melissa Balderama at mbalderama@feedingamericaie.org.

In 2020, the regional food bank exceeded to serve over 1.5 million Inland Empire residents. FARSB provides food to over 250 nonprofit community partners who share their mission to alleviate hunger in the Inland Empire.

For more information on the regional food bank serving the Inland Empire or to [subscribe](#) to the mailing list, visit www.FeedingIE.org.

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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 source of food to over 200 local nonprofit organizations, distributing over two million pounds of food monthly to emergency food pantries, homeless shelters, soup kitchens, high-need elementary schools, halfway houses, senior centers, residential treatment centers, shelters for the abused, after school programs and group homes. With the help of these charity partners, they make up the largest hunger relief organization in the Inland Empire, making food security a reality for over 1.2 million people every year. Feeding America Riverside | San Bernardino proudly holds the 2021 Guide Star Platinum Seal of Transparency, the highest level of transparency achievable through Guide Star. For more information, visit www.FeedingIE.org.