



**Contact**  
Carolyn Solar, Philanthropy Director  
[csolar@feedingamericaie.org](mailto:csolar@feedingamericaie.org) (email)  
951-359-4757 ext. 109

**FOR IMMEDIATE RELEASE**

**Feeding America Riverside | San Bernardino Launches New Initiative, “Where’s FARSB?”**  
*Campaign to Feed Every Food-Insecure Region in Inland Empire Service Area*

**(Riverside, CA – January 18, 2021)** – Feeding America Riverside | San Bernardino (FARSB), the regional food bank of the Inland Empire, has just launched the “Where’s FARSB?” year-long campaign to provide food to families across 104 cities throughout their Riverside and San Bernardino county service area over the 2021 year.

This ambitious goal will be achieved as the regional food bank works to establish new partnerships in service cities, bring awareness to food programs, and create new volunteer opportunities in both city and desert regions of the Inland Empire.

“Creating more opportunities for our community’s most vulnerable families requires us to take a deep dive into the work we are doing and the gaps that need filling,” said Stephanie Otero, Chief Executive Officer at FARSB. “We are eager to fill the gap and strengthen our ties in 104 cities while our community follows us through this year-long endeavor,” said Otero.

Community members can support the “Where’s FARSB?” campaign by

- Visiting [www.FeedingIE.org/wheresfarsb](http://www.FeedingIE.org/wheresfarsb)
- Texting ROADTRIP to 41444 to donate
- Signing up to conduct emergency food deliveries at [www.FeedingIE.org/volunteer](http://www.FeedingIE.org/volunteer)
- Following the road trip on [Facebook](#), [Instagram](#), and [Twitter](#)

With this new campaign, FARSB is preparing to utilize their signature programs, including Kids Market, School Pantry, HERO (Homebound Emergency Relief Outreach) Delivery Program, Grocery Rescue, Cal Fresh Assistance Program, Temporary Emergency Food Assistance Program (TEFAP), and their 250 community partner sites.

Feeding America Riverside | San Bernardino is dedicated to alleviating hunger in the Inland Empire and will continue to share updates across social media and their website through the end of December 31, 2021.

98% of every dollar donated through the “Where’s FARSB?” campaign will go towards general operating and transportation expenses, and 100% of it will stay in Riverside and San Bernardino Counties.

For more information on the regional food bank serving the Inland Empire, visit [www.FeedingIE.org](http://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 2019 Guide Star Seal of Transparency, the highest level of transparency achievable through Guide Star. For more information, visit [www.FeedingIE.org](http://www.FeedingIE.org).