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FOR IMMEDIATE RELEASE:

Local Food Bank Says “*RIP to Food Insecurity*” with Scare Away Hunger Campaign this Spooky Season

Riverside, CA — Date — Feeding America Riverside | San Bernardino (FARSB) is raising awareness about hunger and food insecurity in the IE with their “Scare Away Hunger” campaign through the month of October. This aims to boost funds, food donations, and raise awareness of neighbors in need during the fall season, when hunger is not always top of mind.

“Halloween isn’t always a time when people think about food insecurity, because the upcoming holidays tend to focus on hunger more heavily. However, households struggling to afford groceries are still relying on food banks to get by,” said Carolyn Fajardo, CEO of FARSB. “Hunger doesn’t take time off during any holiday, and we’re ensuring these families have nutritious food accessible to them.”

This campaign highlights FARSB’s efforts to ensure access to nutritious food items for neighbors in need, particularly during periods when unhealthy options are more readily available. Overall health and wellness are heavily impacted by diet, and FARSB is ensuring that snack items and candy aren’t the only options families have access to during the entire month of October, and especially during Halloween.

How to get involved this October:

- Give Food: “Trick-or-TrEAT” take in canned food donations for each gifted treat while neighbors trick-or-treat and donate them to your local food bank.
- Give Funds: Raising money by creating a personal fundraiser with FARSB and taking donations throughout the month.
- Give Time: Volunteer for a shift at the food bank warehouse. While you’re there, snap a photo with our ghostly mascot – a 6-foot balloon ghost!
- Give Voice: Boost awareness for hunger-relief policies and post on social media to help us reach a larger audience.

Photo Credits: 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 nearly 250 local nonprofit organizations, distributing over 3.1 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 2025 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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