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FOR IMMEDIATE RELEASE:

FARSB Joins ABC7's 14th Annual Feed SoCal Campaign to Feed the IE this Summer

Riverside, CA, June 10th, 2025—Feeding America Riverside | San Bernardino (FARSB) is partnering with ABC7 for their 14th Annual Feed SoCal campaign. This campaign takes place throughout June, aiming to increase donations to FARSB and other food banks during the summer months, a period when contributions are typically lower. This effort comes amidst budget cuts and the rising cost of living, which have worsened already high levels of need.

“For many families, summer becomes the hardest season to keep food on the table. With schools out, kids lose access to regular meals, leaving parents who are already struggling to stretch their resources even further,” FARSB CEO, Carolyn Fajardo, said. “Feed SoCal helps us shine a light on this critical need and inspires giving to support our summer programs,” Fajardo added.

This campaign highlights the most enjoyable aspects of fundraising, such as in-person activities and giveaways, live media coverage, and community engagement, all aimed at alleviating hunger in the region. ABC7 will partner with Stater Bros. Markets and FARSB to host the live portion on Wednesday, June 18th from 1:30 PM-6:30 PM, to engage the community and bring awareness to food insecurity within the region. The event will take place in the parking lot at the Stater Bros. Market store located at 930 N. Haven Ave in Ontario, CA.

The event will offer special guest appearances for chances to see:

- CBU Athletes with mascot, Lance the Lancer
- Empire Strykers Players with mascot, Stryker Fury
- Ontario Reign's mascot, Kingston
- Heather Froglear from K-FROG, live with Boots in the Park ticket giveaways
- Toyota Arena with chances to win tickets to Hot Wheels, Ladies of the Lost 80s, and Old Dominion
- Wonder Bread's Hot Air 'Wonder' Balloon
- Stater Bros' Community Team with “Spin the Wheel” for special giveaways

Ways to boost the campaign in June:

- Text to Give: Text “FEEDSOCAL” to 41444
- Visit your local Stater Bros. Market and add a \$5 donation card or donate your loose change at checkout.
- Drop off non-perishable food to DCH Subaru in Riverside
- Donate funds or food items during our live coverage on Wednesday, June 18th

For more information about FARSB's hunger-relief programs this campaign helps to fund, please visit: [FeedingIE.org](http://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 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 2024 Guide Star Platinum Seal of Transparency, the highest level of transparency achievable through Guide Star. For more information, visit <http://www.FeedingIE.org>

About Stater Bros. Markets

Communities throughout Southern California look to Stater Bros. Markets for *Fresh. Affordable. Community First.* grocery shopping every day. Stater Bros. nurtures families and their communities at nearly 170 stores and through the helping hands of 18,000 caring employees. While the Stater Bros. meat counter is legendary for its quality and variety, every store department is designed to surprise and delight today's shoppers. The company lives out its values through the charitable efforts of its non-profit, Stater Bros. Charities. Learn more at staterbros.com.

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