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For Immediate Release

**Food Bank of South Jersey Teams with
Local Start-Up to Provide “Deals with a Difference”**

South Jersey—December 29, 2011—As consumers increasingly scour the papers and online venues for every imaginable discount and deal, a local businesswoman has created a New Jersey company that marries a love of food with a way to give back to the community.

“As we continue in a recessionary economy going into 2012, the Food Bank of South Jersey needs all the help it can get, so we’re delighted this opportunity presented itself.” explains Val Traore, Food Bank CEO. The opportunity Traore refers to is a New Jersey specific daily deals provider called 3SquareDeals.com.

3SquareDeals.com is the brainchild of Deborah Smith, Founder and Executive Editor of JerseyBites.com, a website dedicated to food and restaurant news in New Jersey. Driven by an interest in the culinary industry and a need to help local food banks distribute food, 3Square Deals will offer limited-time deals on restaurants, cooking classes, and grocery stores throughout New Jersey with a portion of proceeds going to local food banks. Proceeds from deals sold in the four-county Southern NJ area encompassing Camden, Burlington, Gloucester, and Salem counties will benefit the Food Bank of South Jersey.

Traore calls the alliance between the food bank and 3Square Deals “a perfect relationship.” After a year in which both federal and state donations for funds and food were severely curtailed, the Food Bank of South Jersey appreciates creative new partnerships like this. She explains, “3Square Deals is a great program for connecting people to local businesses and a local charity organization while supporting the local community. If there’s a more delicious way to give back, I can’t think of one.”

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About the Food Bank of South Jersey

The Food Bank of South Jersey is a 501 (C) (3) nonprofit food distribution center that provides perishable and shelf stable food to more than 100,000 adults, seniors and children that are at risk of going hungry in South Jersey. The largest and only nonprofit food distribution center devoted entirely to South Jersey, the Food Bank of South Jersey has distributed over 100 million pounds of food – the equivalent of 84 million meals since its inception in 1985. For more information, please visit: <http://www.foodbanksj.org>