

FOR IMMEDIATE RELEASE

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30th Annual Project Thanksgiving

CBS12 News and United Way of Palm Beach County Partner to Help Families Have a Warm Meal This Holiday Season

WEST PALM BEACH, Fla (October 19, 2020) - As United Way of Palm Beach County celebrates the 30th year of partnership with CBS12's Project Thanksgiving and the tens of thousands of warm meals this collaboration has brought to homes all over Palm Beach County throughout the past three decades, we also recognize that the need for hunger relief is greater this year than ever before.

Over 300,000 people in Palm Beach County are struggling to put food on the table each day due to the economic impact of the coronavirus. United Way of Palm Beach County and its network of hunger relief partners are uniting resources every day to help provide warm meals, food items and affordable produce, but the need is always greater around the holidays.

Enter Project Thanksgiving where the goal is to raise money and food supplies to provide our neighbors in need with a hearty, holiday meal. Last year our community helped us raise over \$50,000, and 17 businesses hosted food drives that collected more than 8,000 pounds of food. Over 150 local food pantries received these items to provide their clients with the supplies needed to enjoy a holiday meal.

"The families who receive Project Thanksgiving items are hard working families that are employed but still struggling to make ends meet. Nearly half of Palm Beach County households have to make difficult decisions between whether to buy food or pay rent. We're grateful for CBS12's partnership on Project Thanksgiving to help ensure that everyone is able to enjoy a Thanksgiving meal and make memories with their loved ones," said Laurie George, Ph.D., President & CEO of United Way of Palm Beach County.

Twenty dollars can feed a family of four, and United Way has provided three easy ways to make a difference and participate in Project Thanksgiving:

1. Donate online at <https://unitedwaypbc.org/project-thanksgiving/>
2. Text to give: Text THANKSUW to 41444
3. Host a Food Drive, virtual or in person.

United Way will also be hosting a Virtual Telethon on November 6, 2020 on CBS12 News from 6am – 7pm. Viewers and community members are invited to call in and make a secure donation with a United Way staff member to raise money for Project Thanksgiving.

For more information on all the ways to give back this holiday season, visit:
<https://unitedwaypbc.org/project-thanksgiving/>.

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About United Way of Palm Beach County: For more than 90 years, United Way of Palm Beach County has been the local leader dedicated to identifying and addressing critical community issues to improve the lives of our residents. We champion community change by strategically uniting key stakeholders and community leaders and investing in successful, sustainable nonprofits. United Way funds 100 local programs and initiatives that provide lasting solutions and measurable results – from increasing graduation rates and supporting literacy to ensuring financial independence, promoting healthy lifestyles and ending hunger. When you support United Way of Palm Beach County, you are strengthening your community. To learn more call 561.375.6600 or visit www.UnitedWayPBC.org.