



## PRESS RELEASE

**Descriptive Headline** { **The Times of Trenton announces HomeFront NJ as 2021 Times Holiday Appeal benefactor**

**Date/Location** { November 30, 2021, Trenton, NJ

**Main Points** { **The Times of Trenton**, affiliated with NJ Advance Media, is proud to support HomeFront NJ as the benefactor of the 2021 Times Holiday Appeal fundraising effort. The drive will continue through January 9, 2022, with a \$5,000 community match from The Rose and Lous H. Linowitz Charitable Foundation, Inc. Additional support for the drive comes from Gold Sponsor, NJM Insurance Group and their donation of \$15,000 direct to the organization.

**Greater Detail** { **For over 60 years, The Times of Trenton, through its Times Charities Inc., has supported Mercer County charities through its charity fundraising efforts from the Times Holiday Appeal.**

In this season of giving, Mercer County residents and businesses are encouraged to support [HomeFront NJ](#). Donations are tax-deductible.

HomeFront, a Mercer County nonprofit, has been helping families who are homeless achieve a better future since 1991. The nonprofit harnesses the caring, resources, and expertise of the community to help families break the cycle of poverty.

Each night over 500 local individuals, the majority of them children, are sleeping beneath a HomeFront roof. The nonprofit provides emergency shelter at their Family Campus and manages 125 permanent, service-enriched apartments. Since the last holiday season, HomeFront has also distributed over \$800,000 in rental assistance, over 770,000 meals, and managed over 1,500 visits to its FreeStore in Trenton. To provide families with all the tools they need to become self-sufficient, HomeFront also offers daycare, preschool, year-round children's programming for school-age children, adult education, job and life-skills training, household essentials, and case management.

**Relevant Quote** { "So many families are struggling and in need a boost to get back on their feet. The pandemic has only exacerbated the issue. There are countless deserving charities in the region, however we chose HomeFront NJ as the benefactor of the 2021 fundraising drive because of their expansive services to impoverished families", say Michele Hayes, Vice President, Marketing for NJ Advance Media.

**Call to Action** { You can make your tax-deductible donation in one of two ways:

Donate online at <https://www.homefrontnj.org/donate/> and include "Times Holiday Appeal" in the Tribute field.

A check or money order made payable to: HomeFront, 1880 Princeton Ave., Lawrenceville, NJ 08648-4518. Please include "Times Holiday Appeal" in the memo line.

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**Company Background** { NJ Advance Media is an innovative, data-driven marketing agency and the leading source for [news and information in New Jersey](#). Every day, we shape the conversation and engage hundreds of thousands of people through quality journalism on nj.com, on social channels, email newsletters, and in a variety of daily and weekly newspapers including *The Times of Trenton* and *The Star-Ledger*. As a contemporary publisher, we are well positioned to leverage our rich engagements with consumers to assist businesses in connecting with audiences leading to business success.