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Media Release

For Immediate Release

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New Brunswick Tomorrow Establishes “New Brunswick Community Response Fund”

*City Government and Public Schools among the
entities teaming up to help those most in need*

NEW BRUNSWICK, NJ (April 15, 2020) – To support New Brunswick’s community and non-profit partners during the COVID-19 crisis, New Brunswick Tomorrow has established the “New Brunswick Community Response Fund.” The fund has been created to collect donations to be distributed to those most in need.

“Everyone in our city is being affected by this pandemic, particularly our seniors and low-income children and families,” says NBT President Jaymie Santiago.

“Our community will face increased struggles because of reduced or lost income, food and housing insecurity, health needs, and childcare needs related to school closures. Our small businesses will be among the hardest hit.”

Numerous community leaders and organizations have pledged support and commitment for the fund, including the City of New Brunswick, the New Brunswick Public Schools, Catholic Charities, Diocese of Metuchen, the Civic League of Greater New Brunswick, MCFOODS, Parker Life and others.

Donations can be made by visiting nbtomorrow.org/donate and by choosing the New Brunswick Community Response Fund from the drop down menu.

The creation of this fund is the latest of numerous community-based efforts all designed to provide help and relief to those impacted by the COVID-19 outbreak. New Brunswick Tomorrow recently coordinated a meal-distribution event where several New Brunswick restaurants provided free family meals.

The City of New Brunswick is the county seat for Middlesex County and home of Rutgers, The State University of New Jersey, the world headquarters for Johnson & Johnson and two globally-renowned hospitals. New Brunswick is an educationally-focused City as well as “The Healthcare City.”

All of New Brunswick’s developments provide seamless access to major transportation lines and an extensive dining scene and an arts district, located in its bustling downtown. The City is focused not only on bringing in new residents and businesses, but also on improving the lives of every one of its residents.

For more information, please visit www.cityofnewbrunswick.org.