

# TOGETHER, WE ARE DEFENDERS OF POTENTIAL

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**mentornj.org**

## **FOR IMMEDIATE RELEASE**

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## **Food Circus Supermarkets' 2021 Icon Promotion Benefits BBSCNNJ**

ASBURY PARK, NJ — Food Circus Supermarkets have raised \$8,710.78 through its 2021 Icon Promotion benefiting Big Brothers Big Sisters of Coastal & Northern New Jersey. To celebrate National Mentoring Month in January, Foodtown stores offered opportunities for customers to donate \$1 or more to the annual promotion. The funds raised will be used to match local children with a Big Brother or Big Sister to ignite their potential.

"Our company has been proud to partner with Big Brothers Big Sisters for many years," said Lou Scaduto, Jr., President & CEO of Food Circus Supermarkets, Inc. "As a family-owned business, we very much value BBBS' commitment to assisting local children and families in need in our community."

"We are very grateful that Big Brothers Big Sisters has been selected charity since 2016," said William Salcedo, BBSCNNJ Executive Director. "Through this partnership and consistent support of our agency, the Scaduto family and Food Circus Supermarkets exemplifies dedication to igniting the potential of local youth."

BBSCNNJ's mission is more critical than ever as the agency continues to serve 1,350 children with one-to-one mentoring throughout 10 counties in New Jersey. From emotional support to the joy of having a trusted friend in their corner, Bigs provide the stability that Littles need to achieve their full potential.

To learn more about BBSCNNJ, apply to become a Big, or make a donation, visit [mentornj.org](http://mentornj.org) and follow the agency on [Facebook](#), [Twitter](#), and [Instagram](#).

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**About BBSCNNJ:**

For the past 45 years, Big Brothers Big Sisters of Coastal & Northern New Jersey has been making a positive difference in the lives of at-risk children through professionally supported, one-to-one mentoring relationships with adult volunteers. BBSCNNJ empowers children to achieve their highest potential as they grow to become confident, competent, and caring individuals. For more information on becoming a Big Brother or Big Sister or to make a donation, visit: [www.mentornj.org](http://www.mentornj.org)