



2-14 Fair Lawn Avenue  
Fair Lawn, New Jersey 07410  
Tel: (201) 843-5600, ext. 202  
E: PR@rosica.com

The Salvation Army New Jersey Division  
COVID-19 Anniversary Media Coverage  
March 2021





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## INTRODUCTION

On March 11, 2020, COVID-19 was declared a global pandemic, and The Salvation Army New Jersey (TSA-NJ) began its work to become the number one provider of COVID-19 emergency relief services in the state. By March 2021, TSA-NJ achieved the milestone of serving more than 8,000,000 meals – in just one year – addressing the unprecedented crisis of food insecurity and hunger among New Jerseyans.

One year later and the need persists, which means The Army continues to provide high levels of services to meet people's needs. To mark the year-long journey of feeding and providing resources to its neighbors, Rosica launched a publicity campaign to raise awareness of TSA-NJ's efforts. We did this by helping orchestrate and leverage two major feeding events – one in Montclair and one in Atlantic City. Rosica also prepared Salvation Army spokespeople for media events, building on their existing communications skills.

We also wrote and placed an op-ed by Major Betts that ran throughout the state.

The high impact and successful collaboration between The Salvation Army New Jersey staff, partners, and the Rosica team resulted in compelling COVID anniversary stories in Metro New York, Philadelphia, and New Jersey media outlets:

- WNBC-TV Today in New York

**The Salvation Army in New Jersey Handed out 8 Million Meals since the pandemic began**

[https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=3574173\\_58780\\_385433222](https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=3574173_58780_385433222)





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- PIX-11

**Salvation Army New Jersey Announces they have served 8 Million Meals Statewide**

[http://archive.tveyes.com/18120/3574173-182692/6c9cd2f8-10ac-4019-a527-594480d3bb3e/WPIX\\_03-03-2021\\_18.17.34.mp4](http://archive.tveyes.com/18120/3574173-182692/6c9cd2f8-10ac-4019-a527-594480d3bb3e/WPIX_03-03-2021_18.17.34.mp4)



- News 12

**Salvation Army New Jersey gave out over 8 million meals in last year**

<https://newjersey.news12.com/salvation-army-new-jersey-gave-out-over-8-million-meals-in-last-year>



- WMBC-TV

**Salvation Army Meals**

<https://wmbctv.com/salvation-army-meals/>





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- WCBS Radio

**Salvation Army struggling to meet demand for food in New Jersey amid pandemic**

<https://www.radio.com/wcbs880/news/local/salvation-army-struggles-to-meet-demand-for-food-in-nj>



- NJTV/NJ Spotlight News.com

**Salvation Army's food pantries and soup kitchens are still in high demand**

<https://www.njspotlight.com/video/salvation-armys-food-pantries-and-soup-kitchens-are-still-in-high-demand/>



- Montclair Local

**Community Bands Together to out Food on the Table During COVID**

<https://www.montclairlocal.news/2021/03/18/community-bands-together-to-put-food-on-the-table-during-covid/>





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- My 9 NJ

### **The Salvation Army Major James Betts Interview**

<https://www.my9nj.com/video/908570>



- CBS Philly

### **Salvation Army Of South Jersey Reaches 8 Million Meals Served During Pandemic**

<https://philadelphia.cbslocal.com/video/5382433-salvation-army-of-south-jersey-reaches-8-million-meals-served-during-pandemic/>



- Press of Atlantic City

### **One year into pandemic, Atlantic City Salvation Army has served more than a half-million meals**

[https://pressofatlanticcity.com/news/local/one-year-into-pandemic-atlantic-city-salvation-army-has-served-more-than-a-half-million/article\\_fc0d2d8-9684-5660-8b59-18d7b545cef5.html](https://pressofatlanticcity.com/news/local/one-year-into-pandemic-atlantic-city-salvation-army-has-served-more-than-a-half-million/article_fc0d2d8-9684-5660-8b59-18d7b545cef5.html)





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- PHIL 17

### **Salvation Army Feed Over 8 Million People**

[http://archive.tveyes.com/18120/3574173-182692/e410f5fb-b860-4301-9bd9-20e31b541e29/WPHL\\_03-18-2021\\_07.46.08.mp4](http://archive.tveyes.com/18120/3574173-182692/e410f5fb-b860-4301-9bd9-20e31b541e29/WPHL_03-18-2021_07.46.08.mp4)



## **OP-ED COVERAGE**

- Northjersey.com

### **The past, present and future of COVID-19 relief in New Jersey**

<https://www.northjersey.com/story/opinion/contributors/2021/03/12/past-present-and-future-covid-19-relief-new-jersey/4645073001/>

**northjersey.com**

- My Central Jersey

### **The past, present and future of COVID-19 relief in New Jersey**

<https://www.mycentraljersey.com/story/opinion/contributors/2021/03/12/past-present-and-future-covid-19-relief-new-jersey/4645073001/>

**my central jersey**



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- New Jersey Herald

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## New Jersey Herald

- Asbury Park Press

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<https://www.app.com/story/opinion/contributors/2021/03/12/past-present-and-future-covid-19-relief-new-jersey/4645073001/>

## app.

- Burlington County Times

**The past, present and future of COVID-19 relief in New Jersey**

<https://www.burlingtoncountytimes.com/story/opinion/contributors/2021/03/12/past-present-and-future-covid-19-relief-new-jersey/4645073001/>

## Burlington County Times



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## ADDITIONAL REGIONAL COVERAGE

The following outlets attended the event and/or aired coverage that we were not able to obtain online or directly from their channels (website and/or social channels):

