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FOR IMMEDIATE RELEASE

Redwood Empire Food Bank Holiday Food Drive Partnership Brings Doorstep Giving to Sonoma County

SANTA ROSA, CA (November 4, 2025): The Redwood Empire Food Bank (REFB) is partnering with Redwood Credit Union (RCU) and A Simple Gesture to simplify holiday giving for our community. Donors in Sonoma County and throughout the North Bay can help address growing food insecurity by leaving shelf-stable food on their doorsteps for volunteer pickup.

This convenient food drive, running through December 19, responds to the urgent need as local families and individuals face rising food insecurity and essential services experience ongoing funding challenges.

Community members are encouraged to sign up through our dedicated Redwood Empire Food Bank holiday food drive link: refb.org/asg. Registered donors will simply leave a bag of nonperishable food items on their doorstep on the two designated pickup days—Saturday, November 8, and Saturday, December 13. Donations will be collected and delivered to the Redwood Empire Food Bank, where food will be distributed to families in Sonoma, Lake, Mendocino, Humboldt, and Del Norte counties.

“RCU is proud to support the tireless work of the Redwood Empire Food Bank toward ensuring that people and families across our region have access to nourishing food and a sense of hope,” said Brett Martinez, president and CEO of Redwood Credit Union. “With the need at an all-time high, we’re making it simpler and more convenient than ever for our community to take action and help make sure no one goes hungry.”

To sign up and participate, please visit: refb.org/asg.

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The Redwood Empire Food Bank is not affiliated with A Simple Gesture and does not share donor information with A Simple Gesture.

About the Redwood Empire Food Bank

The Redwood Empire Food Bank is the largest hunger-relief organization serving Northern California. Since 1987, the Redwood Empire Food Bank has provided food and nourishment to those facing hunger—serving more than 140,000 children, families, and seniors in Sonoma, Lake, Mendocino, Humboldt, and Del Norte Counties. With over 300 direct service distributions and 130 partnerships with local human service organizations, all residents facing food insecurity have regular access to weekly and monthly food distribution sites across the five counties.

Visit refb.org or call 707-523-7900 to learn more.