



**Contact:**

Richard Uniacke  
908-355-3663  
[runiacke@njfoodbank.org](mailto:runiacke@njfoodbank.org)

Katie Foley  
office: 973-316-1665/cell: 732-814-8799  
[kfoley@coynepr.com](mailto:kfoley@coynepr.com)

**Picture This: ‘Photographers Against Hunger’ Donate Signed Prints of Bruce Springsteen and the E Street Band to Benefit New Jersey’s Largest Food Bank**

*World-Renowned Photographers Band Together to Raise Money For – and Awareness About – Hunger in America*

**Hillside, N.J., April 22, 2009** – People say a picture is worth a thousand words, but “Photographers Against Hunger” is hoping that fourteen photographs of Bruce Springsteen prove to be even more valuable. In partnership with *Backstreets* magazine, the group is seeking to raise funds for the Community FoodBank of New Jersey, member of Feeding America, by providing fourteen photographs—spanning over three decades of the iconic rocker’s career—for a very special charitable effort. For each \$25 donation to the Community FoodBank of New Jersey, Springsteen fans will have the chance to receive one of the photographs, signed by the photographer. Fans can view the images and enter at [www.backstreets.com/hunger](http://www.backstreets.com/hunger).

The photographers have made most, if not all, of the iconic images of Springsteen, including the album covers for *Born to Run*, *Darkness on the Edge of Town*, *The River*, *Nebraska*, *Born in the U.S.A.*, *Tunnel of Love*, *Lucky Town*, *The Rising*, *Devils & Dust* and *The Seeger Sessions*. The fourteen photographers are: Mary Alfieri, Danny Clinch, Anton Corbijn, Lynn Goldsmith, David Michael Kennedy, Annie Leibovitz, Eric Meola, Neal Preston, Barbara Pyle, David Rose, Pam Springsteen, Frank Stefanko, Albert Watson and Timothy White.

Donations may be made starting on April 23, 2009, and 100 percent of each donation of \$25 will go toward supporting the FoodBank’s efforts. Once 14,000 donations have been made, 14 lucky fans will be chosen at random to each receive a print.

Among the unique prints are a limited edition palladium print by David Michael Kennedy which was part of the series he made for *Nebraska*; a Frank Stefanko print which was used as the jacket sleeve for *Darkness on the Edge of Town*; and a rare photograph by Barbara Pyle which was made during the *Born to Run* studio sessions and which few people have ever seen.

“Each of the photographers who contributed to this has personally worked with Bruce Springsteen and has been touched by his generosity and passion for helping others,” said Eric Meola, esteemed photographer, and well-known in the Bruce Springsteen world for the *Born to Run* album cover. “This project has allowed each of us to follow his lead and ‘pay-it-forward,’ combining a cause that is close to Bruce’s heart with our love of photography; but we also want Bruce’s fans and the readers of *Backstreets* to realize that they are the most important part of this effort.”

## **Helping the Hungry**

As a result of the recession, the Community FoodBank of New Jersey—which provides food for more than 500,000 New Jersey residents—has been struggling to keep up with increased demand for food. Sadly, this is a situation that is playing out in food banks across the nation.

“The current economic crisis has placed people from all walks of life in difficult financial situations. Families are turning to emergency food providers in record numbers,” said Kathleen DiChiara, founder of the Community FoodBank of New Jersey. “We hope that Bruce Springsteen’s words will once again be a symbol of hope and that these photos will inspire people to give back to their communities in whatever way they can.”

"I credit Bruce with raising my own awareness about the issue of hunger, and he's always been passionate about giving back to the community; so it's fitting that the proceeds from these photographs that mark defining moments in his career will help many families in New Jersey who are struggling to redefine their lives," said Chris Phillips, editor of *Backstreets*.

To learn more about the project or to make a donation, please visit [www.backstreets.com/hunger](http://www.backstreets.com/hunger).

## **About Photographers Against Hunger**

“Photographers Against Hunger” is an ad hoc group of well-known photographers who have photographed Bruce Springsteen throughout much of his career.

## **About *Backstreets***

*Backstreets* magazine, called "the gold standard of minutiae mags" on the *Chicago Tribune's* most recent "Fifty Favorite Magazines" list, has been covering the music of Bruce Springsteen and Jersey Shore artists for nearly 30 years.

At [Backstreets.com](http://Backstreets.com), the online home of *Backstreets* magazine, you'll find regular updates with the latest Springsteen news to keep you up to date between issues — recording activities, performances, setlists, and more.

*Backstreets* is the world's largest community of Springsteen fans but is not directly affiliated with Bruce Springsteen. For Springsteen's official website, visit [brucepringsteen.net](http://brucepringsteen.net).

## **About the Community FoodBank of New Jersey**

The Community FoodBank of New Jersey (CFBNJ), a member of Feeding America, fights hunger and poverty by the distribution of food and grocery products, by education and training, by creating new programs to meet the needs of low-income people, and by involving all sectors of society in this battle. Since its incorporation in 1982, the CFBNJ has grown in both the size and scope of its operation. CFBNJ annually assists charities serving approximately 500,000 people in need. With the help of so many caring individuals, corporations, foundations, houses of worship, schools and community groups, CFBNJ has distributed, since its incorporation, more than 350 million pounds of food and groceries valued at nearly three quarters of a billion dollars.

###