



Contact: Christina Buff Rajotte
Director of Development & Marketing

518.424.4604 (cell)
crajotte@equinoxinc.org

Media Release

Annual Equinox Thanksgiving Community Dinner It's A Go, But Will Look Different!

Albany, NY—Although it may look different this year, the Annual Equinox Thanksgiving Community Dinner (“T-Day”) will continue to provide delicious Thanksgiving meals to thousands of our neighbors in need.

With the cancellation of the in-person T-Day event preparations due to COVID-19, Equinox was determined to redesign the event to connect meal recipients with other meal resources by enlisting its volunteer corps and various community partners to prepare and deliver take-out meals—to continue to meet our community’s needs.

Equinox is “outsourcing” the meal preparation to local restaurants and food service entities which have the knowledge and capability of adhering to strict meal-prep and food-handling requirements. Designated volunteer drivers will pick up meals and provide contactless delivery throughout the Capital Region.

“Rather than crowds of volunteers preparing meals, we will purchase specially made Thanksgiving dinners from local restaurants, caterers, grocery stores and others. In this way, we can safely continue our cherished community tradition while also supporting local businesses—so many of which have donated food items to our dinner in the past and are now struggling during the pandemic,” commented Christina Buff Rajotte, Equinox Director of Development & Marketing. “Our goal is to raise \$100,000 to purchase 10,000 meals. In addition, St. Peter’s Health Partners and CDPHP (and its food services partner, Eurest) will be making and donating 1,000 meals each to ensure we can meet the needs of our community. Last year, we provided nearly 11,000 meals to our Capital Region neighbors in need.”

Equinox has been grateful to enlist new community partners, and many of its traditional partners in donating food product or sponsorship, including: Hannaford Supermarkets, Price Chopper/Market 32, Tri City Rentals, and The Food Pantries of the Capital District.

Similar to the community needing Equinox—whether for a Thanksgiving Meal or for its vital services 365 days of the year—it needs to rely on its generous supporters more than ever. Equinox has not been immune from the negative impact of COVID-19 and must be resilient and shift to safely continue to meet the urgent needs of those living with the most challenges—such as domestic violence, mental health disorders, addictions, and homelessness—and the fewest resources. Its effects of reduced funding and added expenses will be felt this year and throughout 2021.

“At this time of year when we all take the time to be thankful for all the gifts we have in our lives and to recognize how fractured our country is, we hope this community effort to provide holiday dinners to those most in need will be a healing moment that we can carry forward in to 2021,” commented Virginia Golden, Equinox CEO.

Equinox is finalizing details to ensure it has secured sufficient meal quantities before it opens its T-Day Hotline to accept meal orders. More information coming soon.

Anyone interested in sponsoring meals is encouraged to visit www.equinoxinc.org to donate now. Together, we are changing lives and strengthening communities throughout the Capital Region.
