



For Immediate Release:

NJ Couple Donates More Than 100,000 Masks to Frontline Workers and Families in Need Through Collaboration with Feeding America in “Masking Up from Coast to Coast” Campaign

Barton and Kristina Henderson Give Masks to Food Banks and Nonprofits in Five States to Help Keep Employees, Volunteers, and the Community COVID Safe

January 21, 2021, Atlantic City, New Jersey - To help do their part during the pandemic, New Jersey residents Barton and Kristina Henderson donated and helped distribute 20,000 masks to 2,200 families in need at a drive-thru food distribution today at Bader Field in Atlantic City in partnership with Community FoodBank of New Jersey and the Casino Reinvestment Development Authority (CRDA). This donation is part of the Henderson’s broader donation of 108,000+ masks from their factory in Santa Ana, California, to food banks and various nonprofits in New Jersey, New York, California, Pennsylvania, and Florida. The “Masking Up from Coast to Coast” campaign is aimed at assisting in the fight against COVID-19.

“Masks are expensive and for many Americans they simply are not in the budget. People who are struggling right now, out of work and finding it difficult to put food on the table for their children, will keep wearing dirty, disposable masks because they can’t afford to buy new ones. Our donation to families and frontline workers is one way we can help make a difference. We want to thank Feeding America and Feeding New York State Association for helping us locate areas with great need,” said Barton Henderson, Esq., Chief Business Development Officer and Co-Owner of Henderson Promos, based in Red Bank, New Jersey.

“My husband and I just want to help. Our business pivoted to PPE production at the onset of the pandemic, and we see the demand for masks first-hand. It is our pleasure to provide frontline workers at food banks and other nonprofits, as well as families in need, with essential masks to help keep them safe during these unprecedented times. Nobody should be at greater risk of contracting or spreading the virus because they can’t afford clean masks,” said Kristina Henderson, Chief Executive Officer and Co-Owner of Henderson Promos, and the current Mrs. New Jersey American titleholder.



The recipients of masks from the Hendersons include:

- Community FoodBank of New Jersey – Hillside, NJ – 20,000 masks
- Food Bank for New York City – New York, NY – 30,000 masks
- Island Harvest FoodBank– Bethpage, NY – 6,000 masks
- Long Island Cares FoodBank – Happaugue, NY – 6,000 masks
- Philabundance FoodBank – Philadelphia, PA – 10,000 masks
- Second Harvest FoodBank of Orange County – Irvine, CA – 20,000 masks
- Food Bank of South Florida – Pembroke Pines, FL – 2,000 masks
- RWJ Barnabas Health Foundation – New Brunswick, NJ – 6,000 masks
- Police Departments in New Jersey – Middletown, Eatontown, and Berkeley – 800 masks
- New Jersey Department of Health (for psychiatric facilities) – 3,800 masks
- Ancora Psychiatric Hospital – 850 KN95 masks
- Monmouth County (NJ) Sheriff's Department - 500 masks
- Monmouth County (NJ) SPCA – 100 masks
- Fulfill FoodBank at the Jersey Shore – Neptune, NJ – 700 masks
- HABcore – Red Bank, NJ – 500 masks
- Lunch Break – Red Bank, NJ – 500 masks
- Tigger House Foundation - Red Bank, NJ – 500 masks



The Hendersons utilized the supply chains they had in place overseas when the pandemic struck to begin much-needed PPE production. They quickly opened their own factory in the United States to avoid shipping delays to provide frontline workers with 3ply, made in the U.S.A., surgical masks from their factory in Santa Ana, California. It is now one of only a few USA made PPE manufacturers in the country. More information on the company can be found at hendersonppe.com.

“As the pandemic continues throughout the country, we are grateful for this donation of masks from Bart and Kristina Henderson for Feeding America food banks,” said Blake Thompson, Chief Supply Chain Officer, Feeding America. “In addition to nourishment from the food boxes they receive, the people we serve will also receive masks to protect themselves and their families.”

“We are so grateful to Bart and Kristina Henderson for their generous donation of thousands of masks to our food banks in New York City and Long Island. As the pandemic continues to hit our communities hard, these masks will help the people we serve stay safe. Poverty should not put anyone at higher risk of disease, and we salute the Henderson family for this thoughtful donation,” said Dan Egan, Executive Director, Feeding New York State.

"As the health and safety of our communities are paramount during this difficult time, CFBNJ is grateful to Bart and Kristina Henderson for their donation of masks for 2,200 families and for volunteering at today's distribution," said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey. "Together, we're nourishing our neighbors in need and enabling them to help stop the spread of COVID-19."

"Since COVID hit, Philabundance has seen up to a 60 percent increase in need and our agency partners are relying on us to provide much needed food and PPE," explained Philabundance Public Relations Associate Samantha Retamar. "Thanks to this amazing donation, our partner agencies and clients will be able to access food while wearing these masks for protection."

“RWJBarnabas Health is grateful for the generous donation of masks from Mr. and Mrs. Henderson. Donations like this help us defend our communities and those who protect us through their work on the front lines from the spread of COVID-19. This is key not only to slowing the spread of this virus, but also to ensuring we can continue to move in the right direction to return to healthier lives together,” said Glenn Miller, Executive Vice President, Chief Development Officer, RWJBarnabas Health Foundation.

Special thanks to our many volunteers who assisted in separating the masks into packets of nine to distribute to families in need, and to the YMCA of Greater Monmouth County for allowing us to use their facility in Freehold, New Jersey, to prepare the packets.



About Barton and Kristina Henderson

The couple lives in Ocean County, New Jersey, and are co-owners of Henderson Promos (hendersonpromos.com), based in Red Bank, New Jersey. Kristina is the Chief Executive Officer, and Barton is the Chief Business Development Officer.

Barton Henderson, Esq. earned a B.A. in Political Science and Administration of Justice from University of Hawaii-Hilo. He went on to obtain his Juris Doctorate at the University of Massachusetts School of Law and earned his MBA at the University of Massachusetts Charlton College of Business. Barton is on various nonprofit, business, and community organization boards in New Jersey.

Kristina graduated from Boston University with a B.S. in Journalism. She's the Co-Founder of "The Giving Back Forum" - an event that brings together 65+ nonprofits in the community to one space, where they can learn from one another, share resources, and promote awareness for their causes. Kristina is also the current Mrs. New Jersey American titleholder. She'll be competing for the national title March 19-27 at the Westgate Resort in Las Vegas.

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(Drone and ground video, and additional still photographs available upon request.)

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