



TOWNSHIP OF HILLSBOROUGH

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# News Release

Contact: Mayor Frank DelCore  
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FOR IMMEDIATE RELEASE  
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## **Hillsborough Township Partners with JK Design in the Renaming of the Social Services Food Pantry**

***Founder and President of JK Design Felt This Project Was a Way to Give  
Back to the Community***

Township Officials flanked a cloth draped easel as they prepared to unveil the new Hillsborough Township Food Pantry logo and tag line to a packed room of members of the faith-based community, non-for-profit organizations, volunteers, local elected officials and the media, to further expand the outreach services available through the program.

“The goal through this initiative is to expand the outreach of our programs and services,” stated Mayor Frank DelCore in his opening remarks. “We realize many folks are struggling through these challenging economic times and it is our focus to provide the appropriate assistance,” continued the Mayor.

“Hillsborough CAN,” which stands for “Community Assistance Network,” the new logo for the Hillsborough Township Food Pantry, created in partnership with Hillsborough Township and JK Design, was released Friday morning. Furthermore, a new tag line, “Helping, Giving, Caring, Sharing” was also announced. The creative team on behalf of the Township consisted of Mayor Frank DelCore, Deputy Mayor Doug Tomson, Township Administrator Anthony Ferrera, Township Clerk Pamela Borek, Director of Social Services Rich Resavy, Assistant Director of Social Services Cathy Faerber, and Health Official Dr. Glen Belnay. JK Design was represented by Jerry Kaulius, Barbara Kaulius, Chris Milan, Martha Marchesi, Martin Jones, Jeremy Rech, and Christie Gucker. JK Design contributed by putting together a team of branding specialists, copywriters, and graphic designers to work on the project. Collaborating with food pantry staff and municipal officials, the

agency developed a new name and logo for the organization that reflects its broader mission: The Hillsborough Community Assistance Network (CAN). The team also created a brochure and other marketing materials designed with the new branding and a fresh, inviting look and feel.

The team met to conceptualize the mission of the Food Pantry and after review “Hillsborough CAN” was chosen.

"We have strong ties to Hillsborough, both personally and as a growing local business," said Jerry Kaulius, founder and president of JK Design. "We felt that this project was an important way we could give back to the community."

"Our entire team is excited to be a part of this important initiative," Kaulius noted. "We're glad to have this opportunity to use our time and talents to help Hillsborough CAN reach more people in our community—both those in need of the wide array of services available and those who want to help their neighbors in need."

### **About Hillsborough CAN**

Hillsborough CAN is a local organization that provides food and necessities to financially struggling families in Hillsborough. It stocks canned goods, other non-perishable food items, baby supplies, household cleaning supplies, paper products and personal hygiene items. In fact, the Hillsborough CAN provides assistance to approximately 80 plus families each month and over 100 families during the holiday programs. Clients of the Hillsborough CAN have the opportunity to obtain basic need items every two weeks.

“It is through the continued time and stewardship of our volunteers and donors that we have such an active organization and we look forward to the assistance we can provide to those in need in the future,” added the Mayor.

Residents of Hillsborough who want to make a difference in their community can donate their time and talents by volunteering through the Hillsborough CAN. Prospective volunteers may volunteer to organize food drives, bag groceries, coordinate special events and much more. If you want more information about the organization or to learn more about volunteering opportunities please contact Hillsborough CAN at (908)-369-3880 or visit the Township website at [www.hillsborough-nj.org](http://www.hillsborough-nj.org).

### **About JK Design**

Founded in 1985, JK Design is a full-service creative and interactive agency specializing in strategy and branding, print, Web, mobile, interactive, and video projects. Recent national and international honors include several Telly Awards, MarCom Awards, and American Web Design Awards; a Communicator Award; a Gold Hermes Creative Award; an ACE Award; and two IABC Iris Awards of Excellence.

The agency provides a wide range of innovative services, including: branding and marketing strategies, website design and development, iPad and mobile device apps, copywriting, logos, email marketing, video animation and production, advertising, corporate collateral design and production, exhibit graphics, packaging, and online virtual trade shows.

JK Design's headquarters in Hillsborough is located in the historic Staats House, which dates to the 1800s and was originally owned by one of Somerset County's most prominent families. A 2006 restoration integrated vintage elements of the Grecian-style mansion with modern features such as a multimedia studio and video and teleconferencing technology. In recognition of the innovative project, owners Jerry and Barbara Kaulius were honored in 2008 with Somerset County's Historic Preservation Award for Adaptive Use.

In 2011, JK Design completed an eco-friendly renovation of its headquarters location, including the installation of an 87-panel solar power system. The system now provides 20,000 kilowatt hours of renewable

energy each year—enough to meet much of the agency’s electrical needs and at times provide a surplus which flows back into the public grid.

The on-site carriage house was also converted into a video studio and conference facility featuring such green elements as a live vegetative roof; water-conserving bathroom fixtures; energy-efficient heating, cooling, and lighting systems; and renewable materials such as cork flooring and recycled grass fiber wall coverings.

The agency also maintains a satellite office in the Chelsea neighborhood of midtown Manhattan, just a short walk from New York Penn Station and featuring stunning views of the Empire State Building and other city landmarks.

For more information: 908.428.4700 (NJ), 646.794.4180 (NYC), or [www.jkdesign.com](http://www.jkdesign.com).

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