

# The Great GingerBoken Build



**GingerBoken.com**  
**@gingerboken**

## **The Mission:**

To make Hoboken smile this holiday season as we raise funds for local charities. Follow along in our attempt to break the current Guinness World Record for the World's Largest Gingerbread Village by building a model of Hoboken out of gingerbread!

## **The Charities:**

Anticipated contributions will benefit local charitable organizations to include the [Hoboken Shelter](#), [Hoboken Food Pantry](#) and the [Hoboken Public Education Foundation](#). The more we are able to raise, the more charities we can help!

## **The Press Coverage:**

We have solid interest and/or coverage from CNN, News12, The Rachael Ray Show, Kelly Clarkson Show, Jersey Journal, NBC Today Show, Hoboken Girl, Hoboken Patch, and TapInto.

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[GingerBoken.com](http://GingerBoken.com)  
[@gingerboken](https://www.instagram.com/gingerboken)

## The Sponsorships:

Corporate sponsorships of the overall initiative will help fund the start-up costs (baking supplies, space rental, set-up, collateral, etc). Also, business and private sponsorships through custom business facades, townhomes, parks, landmarks, etc.

## The Donations:

Business and individual ongoing, from community

## The Location:

Many thanks to [Field Colony](#) for their extremely generous donation of their office space located on 10<sup>th</sup> and Bloomfield! This incredible location will allow secure, food-safe building of the gingerbread structures with full public viewing of the project.

## The Timeline:

The initial build is underway! (Two structures down, 1,298 to go!) The public-portion of The Build will take place the first week of December and remain on display, with baking classes and other family-friendly events throughout the entire season.

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## Community Involvement:

Volunteers are always needed for:

- Building gingerbread structures
  - PR/advertising outreach
  - Working with school groups
  - Conducting baking/decorating classes
- ...and more!



## The Artist:

Caroline Haines, a Hoboken resident and the talented artist/owner of [For Cup Sakes](#) cookies. Her love of Hoboken and competitive fire inspired her to take on this Guinness Record challenge.

**DRUMMOND<sup>ST</sup>**  
STRATEGY

## Marketing/Advertising:

Marketing and advertising strategy is courtesy of [Drummond St. Strategy](#), a local Hoboken-based agency specializing in digital marketing.