

# Jacob's Continues Giving Back During the Pandemic By William A. Rogers



Rashd Niang and Kim Lum Chan-Niang

Photos by Nadezda Tavodova Tezgor



Jacob's restaurant has been giving something back to the Harlem community since they opened in 2009. Rashid Niang, and Kim Lum Chan-Niang are co-owners of Jacob's restaurant located at 375 Malcolm X Boulevard. Jacob's restaurant has been giving Thanksgiving dinners to the Harlem Community residents for the past 11 years. Kim and Rashid are immigrants from Senegal and have both been in the restaurant business for over 20 years. Each Thanksgiving, long lines are formed in front of the restaurant for a free, full-course dinner. "We usually feed around 500 people," Kim says, "but this year has been different." Kim remarked that "many of her customers have been out of work, so Jacob's has been

feeding many families since the start of COVID-19." Jacob's restaurant has always supported community organizations and has become even more popular over the past few months. The restaurant has provided food to the doctors and staff at Harlem Hospital and has helped many of the local churches. The restaurant received a lot of support from the Harlem Community. I asked Cynthia Johnson, who waited in the long line to receive food from Jacob's with her two kids what she thought of the restaurant. Cynthia said, "you always get your money's worth at Jacob's, and the food selection is one of the best in town." She went on to say that during this difficult time, the free Thanksgiving dinners allow her to save a lot of money. The success of Jacob's restaurant, which was named after Rashid's father, provided the opportunity to open a second restaurant at 2695 Frederick Douglas Blvd. which David Taylor manages. There are also long lines at the second restaurant. David said that "this year was difficult for the community, so he tried to be as supportive

**Action Pest Control**



**212-465-7524**  
Please Call Charles