



NEWS RELEASE

FOR IMMEDIATE RELEASE

April 10, 2008

Contact:

Christy L. Simmons
Manager of Public Relations
(919) 865-3050 (office)
(919) 906-4798 (mobile)

SPRING FOOD AND FUNDS DRIVE RETURNS TO SUPPORT

FOOD BANK OF CENTRAL & EASTERN NORTH CAROLINA

RALEIGH- Last year, the Food Bank of Central & Eastern North Carolina received a big boost from a new community food and funds campaign called “**Feed the Need**” initiated by The News & Observer. Thanks to more than 16,000 pounds of food collected and \$76,000 in cash from sponsors and individuals, the Food Bank was able to distribute more than 336,000 meals.

The annual project is timed to help the Food Bank meet spring and summer needs. Holiday donations have long been distributed to the shelters, rescue missions, after-school programs, and food pantries that need them, and children who receive free and reduced price lunches at school will soon be starting summer breaks.

The 2008 Feed the Need campaign launched its two-week food drive on March 29 at Harris Teeters throughout the region and culminates on Saturday, April 12, with **Feed the Need Day** when more than 300 volunteers will sell a special edition of The N&O for \$1 at Harris Teeter and Bojangles’ throughout the Food Bank’s service area. Seventy-five cents of each paper sold will be donated to the Food Bank.

On **Feed the Need Day**, an N&O truck at the Harris Teeter at Crescent Commons in Cary at 2080 Kildaire Farm Road will serve as headquarters for those who’d like to drop by and donate food. Activities will include visits by the N&O mascot “Browzer” and the Food Bank’s mascot “Souper Can” along with radio personalities from Y102.9 and 96Rock.

Feed the Need is about raising awareness, as well as collecting food and money. On Sunday, April 6, The N&O published a special section highlighting hunger and how the Food Bank and its partners are working to eliminate it, reaching a Sunday readership of 500,000.

“We thank the News & Observer for leading the charge for such a huge community event this spring by recognizing the shortage and taking action again to keep our shelves stocked,” said Peter Werbicki, President and CEO of the Food Bank of Central & Eastern North Carolina. “We can take \$1 dollar and provide, on average, \$8 worth of food.”

Each year, food relief organizations find themselves facing a drop in donations when spring and summer roll around. The Food Bank of Central & Eastern North Carolina faces the same plight as donations to its five branches slow down during this time of year. With over 400,000 individuals at risk of hunger in the 34-county service area, community and corporate support is critical year round.

-more-

You can help make **Feed the Need** a success, and help ensure that no one goes hungry in central and eastern North Carolina by donating one dollar for the special edition of the N&O or by donating non-perishable food items.

Most Needed Items

Canned Meals: Stews, Soups, Tuna, etc. (Pop-top cans are a plus!)

Peanut Butter

Cereal

Canned Fruits and Vegetables

Rice, Pasta, Dried Beans

Hygiene Items: Toothpaste, Feminine products, shaving items, etc.

Paper Products: Toilet Paper, Paper towels

Infant Products: Diapers, wipes, formula, infant cereal

(Please no loose glass)

Go to www.feedtheneednc.com or www.foodbankcenc.org for more information on how you can help feed the need in your neighborhood.

#

About the Food Bank of Central & Eastern North Carolina

The Food Bank of Central & Eastern North Carolina is a nonprofit organization that provides food for people at risk of hunger in 34 counties in central and eastern North Carolina. The Food Bank serves a network of more than 890 partner agencies offering soup kitchens, food pantries, shelters, and programs for children and adults. In fiscal year 2005-2006, the Food Bank distributed more than 32.6 million pounds of food and non-food essentials through these agencies. Sadly, hunger remains a serious problem in central and eastern North Carolina. In these counties, more than 400,000 struggle each day to provide enough food for their families. www.foodbankcenc.org .