



NEWS RELEASE

MEDIA ADVISORY

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21ST HEART OF CAROLINA FOOD DRIVE TO END SOON

Goal Set at ONE MILLION Pounds

Remember those at risk of hunger during weekend grocery shopping

WHO: *Food Bank of Central & Eastern North Carolina and ABC 11 Eyewitness News*

WHAT: *21ST Annual Heart of Carolina Food Drive to benefit the Food Bank of Central & Eastern North Carolina and the Second Harvest Food Bank of Southeast North Carolina in Fayetteville.*

The Heart of Carolina food drive is a region-wide event that spans 22 counties. The kickoff was held at the Food Bank of Central & Eastern North Carolina warehouse on Tarheel Drive in Raleigh on November 16th and *culminates on Wednesday, December 5TH with a “drive-thru” day.*

The goal for the 2007 Heart of Carolina Food Drive is **ONE MILLION pounds.**

WHEN: Wednesday, December 5th
5 a.m. – 8 p.m.

WHERE: On *“drive-thru”* day, viewers will be able to *drive up in their vehicles* anytime between 5:00 am and 8:00 pm to make nonperishable food donations at five locations:

- The Food Bank of Central & Eastern North Carolina on Tarheel Drive in Raleigh,
- Kroger at Creedmoor and Strickland Roads in Raleigh,
- Kroger at Maynard and High House Roads in Cary,
- Kroger on Hillsborough Road in Durham, and
- Highland Shopping Center on Raeford Road in Fayetteville.

Throughout the day, ABC 11 Eyewitness News will air live reports every half-hour from all five locations.

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Food donations will be accepted at:

- *All* Kroger stores
- Food Bank of Central & Eastern NC warehouses in **Raleigh, Durham, Greenville and Southern Pines (see addresses below)**

Food Bank of Central & Eastern North Carolina at Raleigh
3808 Tarheel Drive
Raleigh, NC 27609
919.875.0707

Food Bank of Central & Eastern North Carolina at Durham
708 Gilbert Street
Durham, NC 27701
919.956.2513

Food Bank of Central & Eastern North Carolina at Greenville
497 West 9th Street
Greenville, NC 27834
252-752-4996

Food Bank of Central & Eastern North Carolina at Sandhills
195 Sandy Avenue
Southern Pines, NC 28387
910-692-5959

- TradeWilco locations in **Pitt County**

WHY: There are 400,000 people at risk *daily* of hunger in the 34-county area served by the Food Bank of Central & Eastern North Carolina.

With the recent **drought** affecting more than the local water supply, the Food Bank's **local produce donations** have actually been down by one million pounds this summer and major partner agencies have seen an **increase of 20 to 30 percent** in people who have found themselves in emergency situations compared to last year.

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List of Items Most Needed *(Please no glass)*

- Canned Meals: Stews, Soups, Tuna, Ravioli, etc.: *Pop-top cans a plus!*
- Canned Fruits and Vegetables
- Rice
- Cereal
- Paper Products: Toilet Paper, Paper Towels, etc.
- Hygiene Items: Toothpaste, Shaving Items, Soap, etc.
- Diapers and “Attends”
- Elderly Nutrition Drinks: “Ensure”
- Infant Formula *(No loose glass and plastic jars of baby food as they will have to be discarded due to health regulations)*

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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 who are hungry in 34 counties in central and eastern North Carolina. The Food Bank serves a network of more than 870 partner agencies offering soup kitchens, food pantries, shelters, and programs for children and adults. In fiscal year 2006 - 2007, the Food Bank distributed more than 32.6 million pounds of food and non-food essentials to 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