



NEWS RELEASE

FOR IMMEDIATE RELEASE

November 14, 2006

Contact:

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

20TH ANNUAL ABC 11 EYEWITNESS NEWS HEART OF CAROLINA FOOD DRIVE KICK OFF

RALEIGH—November 17, 2006 will kick off the **WTVD ABC 11 Eyewitness News 20th 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**. With a goal of raising **750,000 pounds** of food this year, the drive is a region-wide event that spans 22 counties and is sponsored by **WTVD ABC 11 Eyewitness News, Kroger, GlaxoSmithKline, Embarq, Genworth Financial, IBM and DataFlux.**

The **campaign begins on Friday, November 17th** and **culminates with a “drive-thru” day on Wednesday, December 6th.** Food donations will be accepted at **all Kroger stores, the Food Bank of Central & Eastern NC locations in Raleigh, Durham, Greenville and Southern Pines; the Food Bank in Fayetteville; and TradeWilco locations in Pitt County.**

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 **canned 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, **WTVD ABC 11 Eyewitness News** will air live reports every half-hour from all five locations.

“WTVD is proud to be associated with the Food Bank for twenty years, and we look forward to continuing to help our neighbors who are in need for years to come,” said **Bernie Prazenica,** **WTVD ABC 11’s President and General Manager.**

-more-

Newspapers in several communities are sharing their resources to support the food drive. *The Herald-Sun* in Durham, the *News & Observer*, the *Fayetteville Observer*, the *Daily Reflector* in Greenville, and *The Pilot* in Southern Pines will insert grocery bags in the weekend editions of their papers during the 3rd weekend in November (November 18th and 19th) so that their readers can fill the bags with canned food goods for the Heart of Carolina Food Drive.

“As we enter the holiday season, over 400,000 people in our community are faced with economic struggles brought on by layoffs, overwhelming medical bills or medicine costs due to illness, and low wage jobs that make it almost impossible to have a full “quality of life”. Now more than ever, the Food Bank seeks the generous support of the community to assist an unconscionable number of neighbors at risk of hunger,” said Jane Cox, President and CEO of the Food Bank of Central & Eastern North Carolina.

Initiated by WTVD ABC 11 in 1987, the Heart of Carolina Food Drive has continued to gain momentum with the support and assistance of community agencies throughout the 22-county viewing area. Last year’s event raised 500,000 pounds of food and additional funds that helped to feed the more than 400,000 people at risk of hunger in the 34 counties the Food Bank serves.

#

About the Food Bank of Central & Eastern North Carolina

The Food Bank of Eastern & Central 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 890 partner agencies offering soup kitchens, food pantries, shelters, and programs for children and adults. In fiscal year 2006, the Food Bank distributed more than 31.4 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