



NEWS RELEASE

MEDIA ALERT & PHOTO OPPORTUNITY

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SEVEN AREA NONPROFITS TO RECEIVE EQUIPMENT FROM THE FOOD BANK OF CENTRAL & EASTERN NORTH CAROLINA AND KRAFT FOODS

WHO & WHAT:

The **Food Bank of Central & Eastern North Carolina** is providing new refrigerators and freezers to **seven partner agencies** in the **Greenville** area. The new units were made possible by a grant from **Kraft Foods**. **Kraft** has a long-standing commitment to help fight hunger. The grant from Kraft is part of the **2006 Community Nutrition Program** and will help the Food Bank expand the collection and distribution of nutritious, non-shelf-stable food to partner agencies. The agencies will pick up the equipment at their local food bank on **Wednesday, October 25 at 1 p.m.**

The seven partner agencies will use the equipment to support their efforts to provide food for community residents at risk of hunger.

The agencies are:

- Pentecostal Temple (Pitt County)
- Boys & Girls Club of Lenoir County (Lenoir County)
- The Ecclesia Ministries (Onslow County)
- Blue Cross and Blue Shield of North Carolina Kids Cafe – Youth Vision, Inc. at St. Luke AME Church (Jones County)
- Brown's New Approach to Living (Pitt County)
- St Paul's Episcopal Church (Pitt County)
- Vanceboro Christian Help Center (Craven County)

WHEN: October 25, 2006

10 a.m.

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WHERE:

The Food Bank of Central & Eastern North Carolina **at Greenville**

497 West Ninth Street

Greenville, NC 27834

(252) 752-4996

DIRECTIONS:

Take 440 towards Rocky Mount; take Exit 13 onto 64 East and exit to 264 East towards Greenville (stay on 264 all the way to Greenville). Follow signs towards East Carolina University. Just past the hospital, turn right onto Memorial Drive; drive about 1/2 miles and then turn left on Dickinson Avenue. After about 1 mile turn right on 9th Street. Food Bank is just past the railroad tracks on the right.

THE NEED:

There are 11 counties represented in the Greenville Branch's service area: **Carteret, Craven, Duplin, Edgecombe, Greene, Jones, Lenoir, Onslow, Pamlico, Pitt, and Wilson Counties**. Duplin, Edgecombe and Wilson Counties are shared with the Raleigh Branch. Duplin County is also served by the Second Harvest Food Bank of Southeast North Carolina.

The Food Bank of Central & Eastern North Carolina **at Greenville** serves 195 partner agencies in the Greenville service area. Greenville Branch partner agencies operate: 132 food pantries, 34 mobile food pantries, 24 after school programs, 21 group homes, 16 soup kitchens, 15 day cares, 12 shelters, and 4 elderly nutrition programs.

The total population of the service area is 690,861 individuals with 108,622 individuals living at or below the poverty level in the Greenville Branch's service area. There are 12,459 individuals 65 years and older living at or below the poverty level; 57,949 individuals age 18 to 64 years living at or below the poverty level; and 39,912 children living at or below the poverty level.

In 2005-06, the Food Bank of Central & Eastern NC at Greenville distributed 7,890,247 pounds of food to those at risk of hunger in its service area.

During the four-year period from 2000-01 and 2005-06, the Food Bank experienced a food distribution growth of 29.5 percent in the Greenville Branch's service area.

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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

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About Kraft Foods, Inc.

Kraft Foods Inc. is a global leader in branded food and beverages with a presence in more than 150 countries. The Kraft Cares global community involvement program strives to make a difference in the communities where its employees live and work. In keeping with the company's corporate vision of helping people around the world eat and live better, Kraft Cares focuses primarily on helping end hunger and helping children and families improve their physical activity and awareness of nutritional practices. Last year, Kraft provided \$84 million in food and financial support to hundreds of non-profit organizations worldwide.