



NEWS RELEASE

MEDIA ALERT & PHOTO OPPORTUNITY

October 26, 2006

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TEN 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 ten partner agencies in the **Raleigh** 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 a 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 their equipment at their local food bank on **Friday, October 27 at 1 p.m.**

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

The agencies are:

- Blue Cross and Blue Shield of North Carolina Kids Cafe - Beulaville Youth Center (Duplin County)
- CTBOCD Inc. (Wake County)
- Emmaus House (Wake County)
- New Trinity Christian Family Center (Johnston County)
- TLC Operations, Inc. (Wake County)
- Deliverance Church (Harnett County)
- Salvation Army – Raleigh (Wake County)
- Tarboro Community Outreach (Edgecombe County)
- The Fuquay-Varina Emergency Food Pantry (Wake County)
- Blue Cross and Blue Shield of North Carolina Kids Cafe – Homework Haven (Wake County)

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WHEN: October 27, 2006

1 p.m.

WHERE:

The Food Bank of Central & Eastern North Carolina

3808 Tarheel Drive

Raleigh, NC 27609

(919) 875-0707

DIRECTIONS:

From 440: Take the Wake Forest Road exit 10 (north). At the bottom of the ramp, turn left (north). Turn right onto St. Albans. Turn right onto Tarheel Drive. The Food Bank is on the left.

From Atlantic Avenue (from downtown): Proceed north under the beltline. Turn left at the light onto Wolfpack Lane. Cross over the railroad tracks and the next right is Tarheel Drive. (Street may not be marked). The Food Bank is on the right.

From Atlantic Avenue (from North Raleigh): Follow Atlantic Avenue past Fed Ex, UPS and through the New Hope Church Road intersection. At the first intersection after Boy Scouts of America, turn right onto Wolfpack (no road sign), then go across the railroad tracks and turn right onto Tarheel Drive. The FBNC is about a half mile on the right.

From Highway 1 (Capital Blvd): Coming from the north, turn right onto Highwood Blvd. This becomes Wolfpack Lane after crossing Atlantic Avenue. Turn right on Tarheel Drive, which is the first right after the railroad tracks. Food Bank will be on the right.

THE NEED:

There are 9 counties represented in The Food Bank of Central & Eastern North Carolina service area: **Franklin, Halifax, Harnett, Johnston, Nash, Sampson, Wake, Warren, and Wayne Counties.** The Raleigh Branch shares Duplin, Edgecombe and Wilson Counties with the Greenville Branch. Harnett and Sampson Counties are also served by the Second Harvest Food Bank of Southeast North Carolina

The Food Bank of Central & Eastern North Carolina serves 316 partner agencies in the Raleigh service area. Partner agencies operate: 190 food pantries, 46 after school programs, 45 group homes, 19 shelters, 15 elderly nutrition programs, 14 soup kitchens, 12 day cares, and 1 sheltered workshop.

The total population of the service area is 1,150,755 individuals with 143,976 individuals living at or below the poverty level. There are 14,982 individuals 65 years and older living at or below the poverty level; 69,266 individuals age 18 to 64 living at or below the poverty level; and 51,230 children living at or below the poverty level.

In 2005-06, the Food Bank of Central & Eastern NC distributed 10,413,189 pounds of food to those at risk of hunger in its service area.

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During the four-year period from 2000-01 and 2005-06, the Food Bank experienced a food distribution growth of 75.3 percent in the Raleigh 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

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.