



# NEWS RELEASE

## **MEDIA ALERT & PHOTO OPPORTUNITY**

October 30, 2006

## **Contact:**

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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 **Southern Pines** 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 their equipment at the local food bank on **Tuesday, October 31 at 10 a.m.**

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

The agencies are:

- Pee Dee Baptist Association (Richmond County)
- Prayer and Faith Temple Church (Richmond County)
- Works for Christ Christian Center (Lee County)
- Page United Methodist Church (Moore County)
- Avery Chapel FWB Church (Hoke County)
- Greater Diggs AME Zion Church (Richmond County)
- MANNA (Moore County)

**WHEN:** October 31, 2006

10 a.m.

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**WHERE:**

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

195 Sandy Avenue

Southern Pines, NC 28387

(910) 692-5959

**DIRECTIONS:**

**195 Sandy Avenue**

From Raleigh **take Rt. 1 south** to Southern Pines.

Go to 3rd intersection in Southern Pines and make a right onto Pinehurst Avenue Go about 100 yards on Pinehurst, then left onto Sandy Avenue

**THE NEED:**

There are 4 counties represented in the Sandhills Branch's service area: **Lee, Moore, Richmond and Scotland Counties.** Lee County is shared with the Food Bank's Raleigh Branch.

The Food Bank of Central & Eastern North Carolina **at Sandhills** serves 111 partner agencies. The partner agencies operate 74 food pantries, 21 group homes, 11 after school programs, eight (8) shelters and soup kitchens, six (6) day cares, and two (2) sheltered workshops.

The total population of the service area is 206,371 individuals and there are 31,122 individuals living at or below the poverty level in the Sandhills Branch's service area. There are 4,123 individuals 65 years and older living at or below the poverty level; 15,318 individuals age 18 to 64 years living at or below the poverty level; and 11,715 children living at or below the poverty level.

In 2005-06, the Food Bank of Central & Eastern NC **at Sandhills** distributed 3,439,168 pounds of food to those at risk in its service area.

During the four-year period from 2000-01 and 2005-06, the Food Bank experienced a food distribution growth of 17.3 percent in the Sandhills 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](http://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.*