



NEWS RELEASE

MEDIA ADVISORY

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20TH HEART OF CAROLINA FOOD DRIVE TO END WITH DRIVE THRU DAY

Goal Set at 750,000 Pounds

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

WHAT: *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 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 17th and *culminates on Wednesday, December 6th with a “drive-thru” day.*

The goal for the 2006 Heart of Carolina Food Drive is **750,000 pounds**. This significant increase in the goal (up from 500,000) is in direct response to a sharp increase in the number of people at risk of hunger, as reflected in recent reports on hunger in North Carolina.

WHEN: Wednesday, December 6th
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 still 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.

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.

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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 890 partner agencies offering soup kitchens, food pantries, shelters, and programs for children and adults. In fiscal year 2005 - 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