



NEWS RELEASE

FOR IMMEDIATE RELEASE

April 17, 2009

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N&O BRINGS SPRING FOOD DRIVE BACK FOR THIRD YEAR *Benefits the Food Bank of Central & Eastern NC*

WHAT IS THE N&O's FEED THE NEED ALL ABOUT?

- Feed the Need raises awareness about hunger in our region and the Food Bank's work to relieve that.
- Feed the Need raises food and funds at a time when donations are slow and children who receive free and reduced priced lunches at school will soon be starting summer breaks.
- This year, we've expanded Feed the Need into The N&O's network of community newspapers, so we're reaching more than 450,000 households a week with our message asking people to step up to the plate for the Food Bank.
- In its first two years, Feed the Need donations have totaled more than \$130,000 and 25,000 pounds of food. That's the equivalent of 573,000 meals!

HOW LONG HAS THIS SPRING FOOD DRIVE BEEN HELD?

This is Feed the Need's third year. The food drive launched April 1 at Harris Teeter stores throughout the region and runs through Feed the Need Day, Saturday, April 18.

WHAT HAPPENS ON FEED THE NEED DAY?

- Volunteers will sell a special edition of The N&O for \$1 at **Harris Teeter stores, freestanding Starbuck's** and **Bojangles'** throughout the region and donate 75 cents of each sale to the Food Bank.
- For every dollar donated, the Food Bank can generally provide \$8 worth of food or four meals.
- On Feed the Need Day, Saturday, April 18, we'll have special activities at the Crescent Commons Harris Teeter at 2080 Kildaire Farm Road in Cary.
- ABC 11 talent will be on hand for live cut ins during the early morning broadcast and Curtis Media radio stations will be doing live broadcasts.

WHO ARE THE SPONSORS THIS YEAR?

Presenting Sponsors:

Harris Teeter Stores
Talecris Biotherapeutics

Location Sponsors:

Bojangles, Starbuck's

Media Sponsors:

Curtis Media and ABC 11

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HOW CAN PEOPLE CONTRIBUTE TO FEED THE NEED?

You can donate food at Harris Teeter stores until April 18, make a cash contribution or volunteer your time on Feed the Need Day. We especially welcome youth groups and organizations to participate. Sign up to volunteer or donate online at feedtheneednc.com.

Most needed items list (no glass):

- Canned meals: stews, soups, tuna, ravioli, etc. (Pop-top cans are a plus)
- Canned fruits and vegetables
- Rice
- Cereal
- Paper products: toilet paper, paper towels, etc.
- Hygiene items: toothpaste, shaving items, soap, etc.
- Diapers
- Infant formula (No loose glass and plastic jars of baby food as they will have to be discarded because of health regulations)

Go to www.foodbankcenc.org for more information.

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 at risk of hunger in 34 counties in central and eastern North Carolina. The Food Bank serves a network of nearly 900 partner agencies such as soup kitchens, food pantries, shelters, and programs for children and adults. In fiscal year 2007-2008, the Food Bank distributed nearly 32 million pounds of food and non-food essentials through these agencies. Sadly, hunger remains a serious problem in central and eastern North Carolina. In these counties, more than 450,000 individuals struggle each day to provide enough food for their families. www.foodbankcenc.org.

About Feeding America (Formerly America's Second Harvest – The Nation's Food Bank Network)

Feeding America provides individuals and families facing hunger with the fuel to survive and even thrive. As the nation's largest domestic hunger-relief charity, our network members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks operate 63,000 agencies that address hunger through emergency food assistance programs. For more information on how you can fight hunger in your community and across the country, visit www.feedingamerica.org

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