



NEWS RELEASE

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THIRD ANNUAL NEWS & OBSERVER SPRING FOOD DRIVE A HUGE SUCCESS

Community Stepped Up to the Plate to Feed the Need

RALEIGH - The Food Bank of Central & Eastern North Carolina received a big boost of support in spring donations due to the News & Observer's food drive "Feed the Need". The campaign raises food and funds at a time when donations are slow at the Food Bank and children who receive free and reduced priced meals at school will soon be starting summer breaks. The 2009 N&O Feed the Need Campaign is expected to generate \$35,000 and more than 14,000 pounds of food to benefit the Food Bank of Central & Eastern North Carolina. Combined, the donations will generate more than **27,000** meals. A final results ad will run in the Sunday, April 26, edition of the News & Observer.

The "Feed the Need" campaign kicked off on April 1 with the distribution of collection bins at Harris Teeter locations throughout the region. The campaign culminated on Saturday, April 18, with Feed the Need Day when more than 250 volunteers and staff sold a special edition of The N&O for \$1 at Bojangles', Starbucks and Harris Teeters.

In its three years, Feed the Need has raised more than \$167,000 in cash and collected almost 40,000 pounds of food to benefit the Food Bank of Central & Eastern North Carolina.

To learn more about the Food Bank of Central & Eastern North Carolina, log on to www.foodbankcenc.org or call (919) 875-0707. For more information about Feed the Need, go to www.feedtheneednc.com.

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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