



# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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## HUNGER RELIEF DAY AT THE FAIR THE MOST ECONOMICAL CHOICE

### *Free Admission likely to resonate with more fairgoers this year*

**RALEIGH** – With the rise in fuel and food costs, the word “free” really resonates with consumers these days. The poor state of the economy might make Food Lion Hunger Relief Day the most popular day at the N.C. State Fair this year. Fairgoers can bring four cans of food to any entrance gate on Thursday, October 23 and receive **free** admission to the fair. Hunger Relief Day at the Fair is one of the largest one-day canned-food drives in the state.

Last year more than 174,000 pounds of food, the equivalent of about 147,000 meals, was donated by often rain-soaked fair attendees.

The Food Bank of Central & Eastern North Carolina will have close to 450 volunteers and staff members on site throughout the day to collect the canned goods at all gates in exchange for admission tickets. The Food Bank will distribute the cans of food collected to families in need in its 34 county service area, including its branch locations in Durham, Greenville, Southern Pines and Wilmington. The Food Bank of Central and Eastern North Carolina will also distribute collected cans to sister food banks across the state.

The N.C. State Fair opens on October 16 and runs through October 26.

### **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](http://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](http://www.feedingamerica.org).

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