



NEWS RELEASE

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21ST ANNUAL ABC 11 EYEWITNESS NEWS HEART OF CAROLINA FOOD DRIVE KICK OFF

RALEIGH—November 16, 2007 kicked off the WTVD ABC 11 Eyewitness News **21st 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**. With a goal of raising **one million pounds** of food this year, the drive is a region-wide event that spans 22 counties. Corporate partners are **Kroger, Talecris, Embarq, Genworth Financial, IBM, Cisco, Credit Suisse, House Autry Mills** and **RBC Centura Bank**.

The kickoff was held at the Food Bank of Central & Eastern North Carolina main warehouse on Tarheel Drive in Raleigh.

The campaign begins on **Friday, November 16th** and culminates with a “drive-thru” day on **Wednesday, December 5th**. Food donations will 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**.

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 **canned 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, WTVD ABC 11 Eyewitness News will air live reports every half-hour from all five locations.

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Newspapers in several communities are sharing their resources to support the food drive. *The Herald-Sun* in Durham, the *News & Observer*, the *Fayetteville Observer*, the *Daily Reflector* in Greenville, *The Pilot* in Southern Pines and *The Fayetteville Observer* will insert grocery bags in the weekend editions of their papers during the 3rd weekend of November so that their readers can fill the bags with canned food goods for the Heart of Carolina Food Drive.

Initiated by WTVD ABC 11 in 1987, the Heart of Carolina Food Drive has continued to gain momentum with the support and assistance of community agencies throughout the 22-county viewing area. Last year's event raised more than 767,000 pounds of food and additional funds that helped to feed the more than 400,000 people at risk of hunger in the 34 counties the Food Bank serves.

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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 870 partner agencies offering soup kitchens, food pantries, shelters, and programs for children and adults. In fiscal year 2007, the Food Bank distributed more than 32.6 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