



# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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**MT. OLIVE NEW YEAR'S EVE PICKLE DROP TO BENEFIT  
FOOD BANK OF CENTRAL & EASTERN NORTH CAROLINA**

**RALEIGH** – Mark your calendars now. Make your way to the Mt. Olive Pickle Company on the Corner of Cucumber and Vine in Mount Olive, North Carolina to bring in the New Year in a memorable fashion. We guarantee you will be seeing green. That is the green of the three-foot glowing pickle seemingly dropping from the sky as it makes its way down a flagpole into the pickle tank below. All of the pickles that have lined the warehouse shelves at The Food Bank of Central & Eastern North Carolina will morph into one big pickle, literally, on New Year's Eve as the 9<sup>th</sup> Annual New Year's Eve Pickle Drop kicks off at 6 p.m. and ends at 7 p.m. (midnight in Greenwich, England!). For the first time, the Food Bank will be the beneficiary of this annual event. Attendees are asked to bring at least two cans of food to qualify for door prizes.

“Mt. Olive Pickle Company is a longtime donor of the Food Bank of Central & Eastern North Carolina. We are pleased to now engage their entire community in the fight against hunger,” said Peter Werbicki, President/CEO of the Food Bank.

Mt. Olive Pickle Company has been a major donor throughout the Food Bank's twenty-seven year history; donating multiple truckloads of food every year, providing financial and in-kind support. Most recently, Mt. Olive donated several truckloads of its new product, **picklePAKs**, to support the Food Bank's Bayer Crop Science Backpack Program and Blue Cross Blue Shield of North Carolina Kid's Cafe Program. These two Food Bank programs provide meals and tutoring for nearly 2000 children at risk of hunger.

**-more-**

With the recent **drought** affecting more than the local water supply, the Food Bank's **local produce donations** have actually been down by one million pounds this summer and major partner agencies have seen an **increase of 20 to 30 percent** in people who have found themselves in emergency situations compared to last year.

The Food Bank distributed more than two million pounds of food to Wayne and Duplin counties during the 2006-2007 fiscal year.

Live music by The Harmony Boys and free refreshments (including pickles) will be available during the event.

**List of Items Most Needed** *(Please no glass)*

- Canned Meals: Stews, Soups, Tuna, Ravioli, etc.: *Pop-top cans 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 due to health regulations)*

For more information about the Food Bank of Central & Eastern NC, go to [www.foodbankcenc.org](http://www.foodbankcenc.org).

For directions to the event and more information about Mt. Olive Pickle Company go to [www.mtolivepickles.com](http://www.mtolivepickles.com).

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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 870 partner agencies offering soup kitchens, food pantries, shelters, and programs for children and adults. In fiscal year 2006 - 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](http://www.foodbankcenc.org)*