

**Food Bank of Central & Eastern
North Carolina**

**FOR IMMEDIATE RELEASE
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PRESS RELEASE

Help Feed the Hungry at The Dead Concert

Raleigh- On August 18, concert-goers who attend The Dead Wave That Flag concert at Alltel Pavilion will be able to do more than support the Jerry Garcia legacy; they'll be able to help feed people at risk of hunger in central & eastern North Carolina. A group known as Conscious Alliance, a 501 (c)(3) non-profit dedicated to feeding the hungry in cities and Indian Reservations across the nation, will be collecting food at the concert to benefit the Food Bank of Central & Eastern North Carolina*.

Attendees who bring a donation of 10 perishable items, (low-sodium and healthy items are encouraged) will be given a free limited edition concert poster by famed Grateful Dead artist Stanley Mouse. During the Wave That Flag summer tour, Conscious Alliance is collecting food for local food banks at each of its performance locations.

“So far this summer these food drive events with The Dead have been very successful and will greatly benefit people in need across the U.S,” said Justin Baker, executive director of Conscious Alliance. “We hope to see fans of the Grateful Dead in North Carolina support this food drive with the same success”.

Right now, the Food Bank's most needed items include staple goods such as, canned meats, canned vegetables, canned fruits, cereal and rice. These staple goods are needed to help restock their shelves, especially during the hurricane season when many of the 34 counties served by the food bank are in the direct path of a major hurricane. With children home for the summer families faced a challenge of providing another meal, one that is normally subsidized during the school year. Agencies of the food bank report their shelf stock depleting and how the need for additional staple goods is critical.

Conscious Alliance began in the spring of 2002 when a small group of students in Boulder, CO, began organizing food drives in conjunction with concerts and music festivals. Now, just over one year later, they have formed and incorporated into a national non-profit organization, The Conscious Alliance. Since its first food drive in 2002, they have collected over 75,000 pounds of food donations for America's hungry by offering concert-goers an official event poster as incentive for donating no less than 10 non-perishable food items. For more information about Conscious Alliance:

www.consciousalliance.org

The Food Bank of Central & Eastern North Carolina is a private, not-for-profit organization, which serves more than 868 partner agencies throughout 34 counties in central and eastern North Carolina. Out of every dollar donated to the Food Bank, 96 cents is used to support its programs. One of six America's Second Harvest member food banks in North Carolina, the Food Bank solicits, collects, stores, and distributes food to nonprofit agencies assisting people at risk from hunger and has branches in Wilmington, Raleigh, Durham, Greenville, and the Sandhills. The Food Bank distributed more than 26.4 million pounds of food to those in need in fiscal year 2003-04.

For more information on the Food Bank of Central & Eastern North Carolina, please contact:

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* Effective July 1, we changed our name to the Food Bank of Central & Eastern North Carolina to better depict the 34 counties which we serve and to distinguish us from the other five food banks in North Carolina.

Food Bank of Central & Eastern North Carolina/
3808 Tarheel Drive/ Raleigh, NC 27609
"Fighting hunger in 34 counties."
www.foodbanknc.org