



NEWS RELEASE

MEDIA ADVISORY

February 14, 2008

Contact:

Christy L. Simmons
Manager of
Public Relations
(919) 865-3050 (office)
(919) 906-4798 (mobile)

Local Contact:

Christal Andrews
Outreach Coordinator
Greenville Branch
(252) 752-4996 ext. 2303

New After School Program Part of Community Center Grand Opening

New Kids Cafe Coming to Greene County

GREENVILLE – **The Food Bank of Central & Eastern North Carolina at Greenville** is bringing a new after school program to the Snow Hill area. The goal of the Kids Cafe program is to provide children, who are at risk of hunger, access to nutritious meals in addition to academic and health education in a safe, well-supervised, and easily accessed environment. The new program is part of the grand opening ceremony and activities for the Rosenwald Family Life Center in Snow Hill.

WHAT:

The **Grand Opening of the Rosenwald Family Life Center** celebrating the new **Kids Cafe Program**, library, science room. The public will enjoy games, food, fun and fellowship, including an ice cream social.

The **Kids Cafe** after school program is one of the nation's largest charitable meal service programs, providing free and prepared food and nutrition education to children. Initiated by America's Second Harvest, Kids Cafe provides a safe and positive environment for school-aged children to gather after school. This program is presented in collaboration with Blue Cross Blue Shield of NC. Each Kids Cafe has specific core components to engage both children and their parents: academic enrichment, mentoring, nutrition education, nutritious meals, physical activity, and parental empowerment. Volunteers are essential to this program as they assist with tutoring, meal preparations, enrichment activities, and mentoring.

WHERE:

Rosenwald Family Life Center
423 West Harper Street
Snow Hill, NC 28580

WHEN:

Friday, February 15
2 p.m. to 6 p.m.

-MORE-

The Food Bank of Central & Eastern North Carolina currently has **27 Kids Cafe programs** in the following **25 counties: Columbus, Craven, Duplin, Durham, Edgecombe, Greene, Halifax, Harnett, Johnston, Jones, Lee, Lenoir, Moore, Nash, New Hanover, Orange, Pender, Pitt, Richmond, Scotland, Vance, Wayne, Warren, Wake, and Wilson Counties**. From July 2006 through April 2007, the Food Bank's Kids Cafe programs have served over 83,600 meals and received over 13,955 hours of volunteer support. The Food Bank's programs serve approximately 1,057 children per week.

For information on how to donate time, host a food drive or contribute financially, go to www.foodbankcenc.org for details.

[PHOTO OPPORTUNITY]

- **Ribbon Cutting**
- **Grand Opening Ceremony**
- **Kids Cafe opening targeting 45 children**

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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 at risk of hunger in 34 counties in central and eastern North Carolina. The Food Bank serves a network of 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 through 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.