



NEWS RELEASE



MEDIA ADVISORY

March 4, 2008

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Kids Cafe Partnership Coming to the Boys & Girls Clubs of Nash/Edgecombe Counties

New After School Program Coming to Rocky Mount

GREENVILLE – The Food Bank of Central & Eastern North Carolina at Greenville and the Boys & Girls Clubs of Nash/Edgecombe Counties are bringing a new partnership to the current after school program in Rocky Mount. The program is called **Kids Cafe** and is funded by Blue Cross and Blue Shield of North Carolina. 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 Greenville Branch of the Food Bank currently supports 6 Kids Cafe programs and served nearly 25,000 meals in the past year to children in eastern counties. A ceremony and related activities will be held on **Thursday, March 6, 2008 from 4 p.m. to 7:30 p.m. at the Lucy Ann Boddie Brewer Unit of the Boys & Girls Club at 405 Raleigh Road in Rocky Mount.**

WHAT: FOOD BANK OF CENTRAL & EASTERN NORTH CAROLINA and THE BOYS & GIRLS CLUB AFTER SCHOOL PROGRAM PARTNERSHIP CEREMONY

**WHERE: BOYS & GIRLS CLUBS OF NASH/EDGECOMBE COUNTIES
Lucy Ann Boddie Brewer Unit
405 Raleigh Road
Rocky Mount, North Carolina 27802**

**WHEN: THURSDAY, MARCH 6, 2008
4 p.m.-7:30 p.m.**

WHY: In the Food Bank's 34-county service area, 30% of those at risk of hunger are children.

SCHEDULE OF EVENTS

4:00pm-5:30pm Triple Play Daily Challenges
5:30pm-6:30pm Opening Ceremony/Dinner
6:30pm-7:30pm Volleyball Match

-more-

PHOTO OPPORTUNITIES

- **New Partnership Ceremony**
- **Kids Cafe opening targeting 50 children**

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 more information about the Blue Cross and Blue Shield of North Carolina Kids Cafe Program, contact J. Caprice Brown, Outreach, Evaluations and Programs Manager for the Food Bank of Central & Eastern North Carolina, at (252) 752-4996 ext. 3037.

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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.