



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Contact:

Christy L. Simmons
Manager of Public Relations
(252) 752-4996 ext. 3050 (office)
(919) 906-4798 (mobile)



Overton's to Hold Food Drive to benefit Local Food Bank

GREENVILLE – The Food Bank of Central and Eastern North Carolina at Greenville is pleased to announce that **Overton's Sports Center** on Red Banks Road in Greenville will be holding a food drive Saturday, **June 21st** from 9 a.m. to 5 p.m. as part of the Food Bank's new summer food drive **Kids Summer Stock**. By donating five (5) non-perishable food items, participants will receive a coupon for a 20 percent (20%) discount on any one (1) single item in the store. The food drive is part of Kids Summer Stock, a new summer food drive created by the Food Bank to increase slow summer donations and build awareness.

Kids Summer Stock is a series of concerts, festivals, and events held during June and early July to collect food and funds to help fill the empty shelves of Food Bank of Central & Eastern North Carolina warehouses at a time when food drive donations tend to slow down and at risk children are out of school and are still in need of daily meals.

After experiencing this trend for years, the Food Bank of Central & Eastern North Carolina, which has a branch in Greenville at 497 West 9th Street, is doing something about it. It is called **KIDS SUMMER STOCK** and is coming to Greenville this weekend!

The Food Bank of Central & Eastern North Carolina at Greenville serves Carteret, Craven, Greene, Jones, Lenoir, Onslow, Pamlico, Pitt, Duplin, Edgecombe and Wilson counties. In these counties, more than **50,000 children** receive free or reduced meals during the school year.

When summer vacation begins, community-based non-profit agencies, such as church pantries, supported by the Food Bank report an increase in the number of parents and grandparents seeking food assistance for their families.

Overton's is also one of the local sponsors of the Sunday in the Park Pops Concert on Sunday, June 22 at 7pm in the Greenville Town Common at 100 East First Street.

Music by the Greenville Summer Pops Orchestra is part of the free Greenville Parks and Recreation Sunday in the Park Concert Series.

Concertgoers for the Sunday performance can bring three cans of food or \$1.00 for a chance to win exciting door prizes.

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Other local sponsors for Kids Summer Stock include:

- Aldridge & Southerland Realtors
- Kessler Law Firm
- Nacco
- Physicians East, P.A.
- Greenville Parks & Rec
- The Daily Reflector

Go to <http://greenville.foodbankcenc.org> for more information about Kids Summer Stock or to donate to The Food Bank of Central & Eastern North Carolina at Greenville or to the main web site www.foodbankcenc.org.

Please join the Food Bank of Central & Eastern North Carolina, along with our sponsors, to make a difference in the lives of the children and families we serve.

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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 890 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