



NEWS RELEASE

FOR IMMEDIATE RELEASE

January 23, 2009

Contact:

Christy L. Simmons
Manager of Public Relations
(910) 692-5959 ext 3050 (office)
(919) 906-4798 (mobile)

Food Bank Urges Fans to Host **SOUPER BOWL** Parties

Sports Community Urged to Collect and Donate During Game

SOUTHERN PINES – For the second year, The Food Bank of Central & Eastern North Carolina is challenging communities in its 34-county service area to show TEAM SPIRIT and COMMUNITY SPIRIT by collecting or donating food at parties this year during Super Bowl XLIII on Sunday, February first. Whether you are a Pittsburgh Steelers fan or an Arizona Cardinals fan, everyone wins in the Food Bank's **S-O-U-P-E-R BOWL!** Fight hunger in *your* community by collecting or bringing cans of food to a Super Bowl Party or by making an Online Virtual Food Drive Donation.

“This call to action engages our sports fans in the fight against hunger. Food collected during major food drives go right back out the door to feed those at risk of hunger, particularly with agencies like the pantries, rescue missions and soup kitchens that depend on us seeing a 30 to 50 percent increase in the individuals seeking food assistance,” said Peter Werbicki, President/CEO of the Food Bank of Central & Eastern North Carolina. “We want to keep the community engaged in our mission to provide food resources throughout the year.”

For ***every dollar*** donated, the Food Bank of Central & Eastern North Carolina is able to distribute generally ***8 dollars (\$8) worth of food or provide four meals.***

The **Food Bank of Central & Eastern North Carolina at Sandhills** is located on 195 Sandy Avenue in Southern Pines. The Sandhills branch distributes food to partner agencies (rescue missions, soup kitchens, food pantries, after school programs, elderly nutrition programs) in Lee, Moore, Richmond and Scotland counties.

Go to the Food Bank's Web site at www.foodbankcenc.org to participate in the **Souper Bowl** virtual food drive or collect non-perishable food items at your party, or both.

-more-

Most Needed Items

Canned Meals (Stews, soups, Ravioli, etc.)

Peanut Butter

Cereal

Canned Fruits and Vegetables

Rice

Paper Products

Hygiene Items (Toothpaste, Feminine products, soap, etc.)

Infant Products (Diapers, Wipes, Formula, Infant Cereal – no loose glass or plastic jars)

The main office and warehouse is located at 3808 Tarheel Drive in Raleigh. Additional branch warehouses are located in Durham, Greenville, and Wilmington.

For more information, go to www.foodbankcenc.org or call 919-865-3049.

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 nearly 900 partner agencies such as soup kitchens, food pantries, shelters, and programs for children and adults. In fiscal year 2007-2008, the Food Bank distributed nearly 32 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 450,000 individuals struggle each day to provide enough food for their families. www.foodbankcenc.org.

About Feeding America (Formerly America's Second Harvest – The Nation's Food Bank Network)

Feeding America provides individuals and families facing hunger with the fuel to survive and even thrive. As the nation's largest domestic hunger-relief charity, our network members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks operate 63,000 agencies that address hunger through emergency food assistance programs. For more information on how you can fight hunger in your community and across the country, visit www.feedingamerica.org