



NEWS RELEASE

FOR IMMEDIATE RELEASE
January 30, 2008

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New England Patriots Fan Club Steps Up to the Plate for Food Bank's SOUPER Bowl

Issues Challenge to New York Giants Fans

SOUTHERN PINES – With fifty-seven percent of food donations received from October through December each year, the **Food Bank of Central & Eastern North Carolina** is encouraging the huge sports fan base in its 34-county service area to participate in its **SOUPER Bowl** as a way to keep those at risk of hunger on the minds of the community after the holiday season. Football fans are asked to donate funds or collect canned items at Super Bowl XLII parties on Sunday, February 3rd. **The New England Patriots Fans of North Carolina** has stepped up the plate in a big way by using their Super Bowl gathering on Sunday to fight the Giants and hunger.

The **Food Bank of Central & Eastern North Carolina at Sandhills** is located on 195 Sandy Avenue. 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** and needs you to help 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.

Ann Marie Breen of Raleigh, one of the assistant organizers for the fan group, saw a Food Bank announcement about SOUPER BOWL and immediately stepped into action to support the cause and got the club involved.

"We are a generous group," said Todd King, president and founder of the fan group. "We have used our game days in the past to support another great cause and we all feel that it's important to know that we can make something really special happen out of something as simple as a football game by using our organization's main event to assist another worthy cause such as the Food Bank of Central and Eastern North Carolina."

Organized four years ago in Raleigh when a number of Patriots fans moved to the Triangle, the group became a way to socialize, network and most importantly, support the hometown team. The New England Patriots Fans of North Carolina are officially recognized by the New England Patriots and are registered under their official fan club registry www.nepfnc.com

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The group currently has more than 460 registered members. The Food Bank has more than 400,000 individuals at risk of hunger in their service area. Imagine feeding a thousand New England Patriots Fans of North Carolina groups every day. That is the Food Bank's constant fight.

"Food collected during major food drives goes right back out the door to feed those at risk of hunger," said Peter Werbicki, President/CEO of the Food Bank of Central & Eastern North Carolina. "Our SOUPER Bowl is a way for people to have a party with a specific focus and 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.**

Although no specific poundage goal is set during this benchmark year for the SOUPER BOWL, a \$2500 online giving goal has been set for each team for a total of \$5000. The community is encouraged to exceed that goal! Thermometers on the Food Bank's Web site will keep track of which group of fans is donating the most.

King ends by saying "Much like the typical Boston/New York rivalry, this will be a challenge to see which fans have the most charitable spirit - Patriots Fans or Giants fans. I would like to also challenge any group that is organized and getting together Sunday to beat our collection point."

The Patriots fan group is hosting their Super/SOUPER Bowl Party at the **Fox and Hound Pub & Grille in Raleigh.** (To join the fan club, go to www.nepfnc.com. Send any questions to nepfnc@gmail.com or call 919 607-0763 for additional information.

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.

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)

Elderly Nutrition Drinks (Ensure, Boost, etc.)

Attends

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

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

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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 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 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