



NEWS RELEASE

FOR IMMEDIATE RELEASE

January 23, 2008

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COACH YOW HONORARY CHAIR OF STUDENT LED FOOD DRIVE HOOPS 4 HUNGER IN FEBRUARY

“Give it your best shot and help fight hunger!”
Coach Kay Yow

WILMINGTON - North Carolina State University Head Women’s Basketball Coach Kay Yow will serve as the honorary chair of a student-led food and funds competition called **HOOPS 4 HUNGER** in February. The food and funds drive benefits the Food Bank of Central & Eastern North Carolina and is open to all colleges and universities in the organization’s 34-county service area. The Food Bank has a branch located at **1314 Marsteller Street** that distributes food to **Brunswick, Columbus, New Hanover, and Pender counties.**

From the 1st of February through the 29th of February, colleges and universities can participate in a friendly food and funds competition to restock depleted shelves and support operational services at the Food Bank of Central & Eastern North Carolina.

“This is a fun way for students to show school pride, for die-hard basketball fans to support their favorite college team and for alumni to have a food fight, while at the same time support the increasing need for food and services to thousands of individuals in the local community,” said Peter Werbicki, President/CEO of the Food Bank of Central & Eastern North Carolina.

The university collecting the highest per capita total by February 29, 2008 at 3pm will be deemed the winner and announced at the winner’s final home basketball game in March.

The Food Bank will award a Hoops 4 Hunger Trophy engraved with the school name and year beginning a tradition of displaying the trophy at the winning school for an entire year before passing to the following year’s winner.

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Schools, fans, and alumni can check the Food Bank's web site at any time during February to keep up with their school's progress.

Please join Coach Yow and the Food Bank of Central & Eastern North Carolina and give it your best shot to help fight hunger! Your participation and support is greatly needed and appreciated!

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

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

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

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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