



NEWS RELEASE

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AFTER SCHOOL PROGRAM RECEIVES AWARD FOR COMMUNITY INVOLVEMENT
WRAAP IS FIRST TIME AWARD RECIPIENT

RALEIGH, NC – The Community Involvement Award was presented to the Wilmington Residential Achievement Place (WRAAP) on Wednesday, May 14 during the Standard of Excellence Awards Celebration for Blue Cross and Blue Shield of North Carolina Kids Cafe Programs. The Standards of Excellence Awards Celebration honors Kids Cafe partner agencies that have excelled in the core components and have achieved distinction with the operation of their program. The Agency Services and Programs (ASAP) Department of the Food Bank of Central & Eastern North Carolina hosted the event at the Wake County Commons Building in Raleigh. Winners received \$1,000 to improve and further supplement their Kids Cafe Program.

At a time when childhood obesity is on the rise, WRAAP successfully gained the support of the Wilmington community. This program has been successful in developing partnerships throughout the county. Partnerships include the local University, rotary and civic clubs, churches, and the local insurance company. Partners help provide various needed services including programming, mentoring, marketing/public relations, fundraising, transportation and recruitment and referral services. WRAAP developed a partnership with local University where the university pays a percentage of student salaries to serve as program assistants. Youth in the program are exposed to college life, increased physical activity, life skills, etc. This program has been featured regularly on television and print media highlighting its partnership with the Food Bank.

The Community Involvement Award rewards the agency that has garnered exemplary community recognition of their program through increased volunteer support, media/civic recognition or community partnerships.

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WRAAP, located at 2929 Princess Place in Wilmington, has partnered with the Food Bank of Central & Eastern North Carolina as a Kids Cafe site since July 2007. The program operates Monday through Friday and serves more than 40 children. Since its partnership with the FBCENC, the program has served 1,525 meals and benefited from 751 hours of volunteer service to its Kids Cafe program.

The Food Bank currently has 27 Kids Cafe programs in 26 counties.

Other 2008 award recipients were:

Best All-Around – Scotland Neck Recreation Foundation

Nutrition Education – Beulaville Youth Center

Parental Involvement – Homework Haven in Raleigh

Physical Activity – Friends of Chapel Hill Parks & Recreation – Hargraves Center

The Kids Cafe program is one of the nation's largest charitable meal service programs, providing free and prepared food and nutrition education to children. The Food Bank's programs are sponsored by Blue Cross and Blue Shield of North Carolina.

For additional information on the Blue Cross Blue Shield of North Carolina Kids Cafe program, contact J. Caprice Brown, Outreach, Evaluations & Programs Manager, at 919-865-3037.

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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 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

About the Kids Cafe Program

The Kids Cafe program is one of the nation's largest charitable meal service programs, providing free and prepared food and nutrition education to hungry children. It is a comprehensive approach to ending childhood hunger through after-school programs - initiated by America's Second Harvest - The Nation's Food Bank Network and administered locally by the Food Bank of Central & Eastern North Carolina for children ages 15 and under. The Food Bank's programs are presented in collaboration with Blue Cross and Blue Shield of North Carolina. One of the primary strengths to the program is its flexibility. The primary reason for this approach is that poverty and hunger manifests differently in different communities thus requiring a community based approach to solving the childhood hunger dilemma.