



NEWS RELEASE

Food Bank Announces Community Health and Engagement Chief

Gideon Adams will lead new department

FOR IMMEDIATE RELEASE
October 31, 2016

RALEIGH, NC – To further its mission of ensuring no one goes hungry, the Food Bank of Central & Eastern North Carolina today announced Gideon Adams has accepted the position of Vice President for Community Health and Engagement. Adams will be leading the newly formed department.

“As the Food Bank moves into our new facility, we have a renewed focus on nutrition, education and outreach; analyzing and improving food systems throughout our service area,” said Food Bank President and CEO Peter Werbicki. “The goal is to help members of our community to move permanently out of the state of food insecurity, and we’re thrilled to have Gideon’s experience and enthusiasm for these programs, enabling us to continue our work more effectively.”

Under Adams’ leadership, the new department will be responsible for:

- Setting a nutrition policy for the organization;
- Developing strategies and initiatives that will be piloted through collaboration, helping individuals and families move out of food insecurity to become more self-sufficient;
- Working with operations staff on sourcing nutrient-dense foods;
- Working closely with children’s program staff to ensure we are providing children with the best nutrition;
- Developing curriculum for our nutrition education programs and onsite teaching kitchen;
- Collaborating with external partners to bring nutrition education and resources to our nonprofit partner agencies and their clients; and

- Analyzing the existing food systems within the service area to determine how food moves from source to retailer to agency to plate.

Adams will provide leadership in developing and executing strategy in support of the community health and engagement programs of the Food Bank, planning and implementing an effective effort to eliminate hunger in the Food Bank's 34-county service area. Adams has a life-long commitment to feeding those in need, previously serving as Senior Manager, Programs and Outreach at the Food Bank of Central & Eastern North Carolina, and prior to that, Operations Management of another of the Feeding America network food banks in the state. He also held operational and project roles in the private sector for many years.



###

Media Contacts:

Jessica Slider Whichard
Senior Manager for Communications
jwhichard@foodbankcenc.org
Mobile: 312-505-4815

About the Food Bank of Central & Eastern North Carolina

The Food Bank of Central & Eastern North Carolina is a nonprofit organization that has provided food for people at risk of hunger in 34 counties in central and eastern North Carolina for more than 30 years. The Food Bank serves a network of more than 800 partner agencies such as soup kitchens, food pantries, shelters, and programs for children and adults through warehouses in Durham, Greenville, New Bern, Raleigh, the Sandhills (Southern Pines), and Wilmington. In fiscal year 2015-2016, the Food Bank distributed more than 64.4 million pounds of food (60% of which was perishable) and non-food essentials through these agencies. Sadly, hunger remains a serious problem in central and eastern North Carolina. In these counties, more than 600,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life. foodbankcenc.org.



Stay connected with what we're doing in your community!

