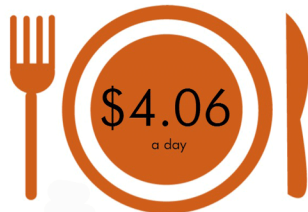




NEWS RELEASE



Take the FNS Challenge

August 25-29

foodbankcenc.org/FNSChallenge

FNS CHALLENGE AIMS TO DEMONSTRATE STRUGGLE OF FOOD INSECURITY

Participants challenged to live on \$4.06 a day

RALEIGH, NC (August 22, 2014) –The Food Bank of Central & Eastern North Carolina is challenging the community to live on a food budget of just \$4.06 per person, per day. Beginning Monday, August 25, Food Bank staff plus more than 20 additional supporters taking the challenge will get a sense of what life is like for thousands of low-income individuals and families living on the average daily FNS (Food Stamp) benefit for the state of North Carolina. The Challenge will compel participants to make food shopping choices on a limited budget, demonstrating how difficult it is to avoid hunger, afford nutritious food, and stay healthy with few resources. Challenge participants are encouraged to share their daily experiences via social media channels and with family and friends.

Food and Nutrition Services (FNS) is a federal food assistance program (referred to as the Supplemental Nutrition Assistance Program at the national level) that helps low-income families buy the food they need for a nutritionally adequate diet. These benefits are a lifeline for families struggling to pay for basic necessities such as rent and electricity, helping them avoid difficult choices such as paying for food or utilities, groceries or medicine.

The Food Bank offers FNS Benefits Outreach through our “Three Squares for CENC” program, in which dedicated Outreach Coordinators provide assistance with FNS applications. This program makes applying for benefits convenient and less stressful. Staff brings the application process to the clients, allowing them to complete the forms in a

familiar setting. Staff is also able to answer questions and help reduce the anxiety and barriers that many experience when trying to navigate the FNS program.

The Food Bank is encouraging the public to take the FNS Challenge in anticipation of September's Hunger Action Month – a nationwide campaign mobilizing the public to take action on the issue of hunger.

The Challenge ends Friday, August 25. A daily summary of participants' social media activity will be available on the Food Bank's Hunger Matters blog www.foodbankcenc.org/blog. Follow the #406ADay hashtag on Twitter for more frequent updates and coverage.

For more information about the FNS Challenge visit www.foodbankcenc.org/FNSChallenge.

Media Contacts:

Christy L. Simmons
Manager of Public Relations
(919) 865-3050 (office)
(919) 906-4798 (mobile)
csimmons@foodbankcenc.org

Jennifer M. Caslin
Coordinator of Marketing, Public & Branch Relations
(919) 865-3063 (office)
(910) 508-0547 (mobile)
jcaslin@foodbankcenc.org

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 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 2013-2014, the Food Bank distributed nearly 52 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 560,000 struggle each day to provide enough food for their families. www.foodbankcenc.org.

#