



NEWS RELEASE

Food Bank Announces James Taylor Million Meals Challenge Results

James Taylor, family, and friends launched community challenge for Hurricane Relief

FOR IMMEDIATE RELEASE

November 2, 2018

Raleigh, NC – The Food Bank of Central & Eastern North Carolina today announces the incredible outcome of the James Taylor Million Meals Challenge for Hurricane Relief. Donations from James and Kim Taylor and their close friends, the Curtis Media Group, and matching donations from around the country raised 1.2 million meals for people recovering from Hurricanes Florence and Michael.

Launched on October 16, the challenge was led by music legend and Tar Heel native son James Taylor and his wife Kim with an initial donation and a challenge to his community of fans to help raise one million meals to help people in impacted counties restock and restore what was lost in the storms. Upon hearing the challenge, North Carolina organization Curtis Media Group joined the challenge with a donation of their own and a call to action to their listeners to help meet the goal.

“We are delighted to participate in this effort and thank our listeners for their response to the need”, said Don Curtis, Founder and CEO of Curtis Media Group.

In the wake of Hurricane Florence, the Food Bank is responding to immediate needs across our service area. Food, water, and supplies are stocked and being distributed from our six branches to our network of partners. Shelters and community meal sites are closing and as urgent needs on the ground continue to change based on people’s access to their homes, the Food Bank continues to support with food, hygiene items, and cleaning supplies.

“We are incredibly thankful to be part of such a generous community that can come together so quickly to help when North Carolinians are in need,” said Peter Werbicki, President & CEO of the Food Bank. “Thanks to the challenge led by James and his family and friends, we are able to continue serving people in urgent need, for the long haul.”

As of October 30, the Food Bank has distributed more than 3 million meals worth of food (this is equal to more than 4.3 million pounds) into affected communities. Three of our Food Bank branches (in the Sandhills, Wilmington, and New Bern) are in the heart of the areas most

devastated by Hurricane Florence. The Food Bank is currently serving 27 counties with disaster relief food and supplies.

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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 has provided food for people at risk of hunger in 34 counties in central and eastern North Carolina for more than 35 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 2017-2018, the Food Bank distributed nearly 70 million pounds of food (over half 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.

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