



MEDIA ADVISORY



Food Lion to Make Monthly Produce Donations to Food Bank Agencies Over Next Quarter

First Donation to Take Place in Raleigh, NC

Media Contacts:

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PHOTO OPPORTUNITY:

Food Lion Produce Donation bagged and sorted to 200 families

INTERVIEW OPPORTUNITY:

Christy Simmons, Manager of PR, Food Bank CENC

WHAT:

Food Lion will make a produce donation valued at a retail cost of \$6000 to a different Food Bank agency throughout June, July and August. The "Produce Give-A-Ways" will feed about 200 individuals. Each donation will consist of the following product:

- 16 Cases of Oranges
- 11 Cases of Carrots
- 25 Cases of White Potatoes
- 25 Cases of Navel Oranges
- 21 Cases of Gala Apples
- 21 Cases of Creamy Peanut Butter
- 21 Cases of Tuna
- 11 Cases of Whole Kernel Corn
- 11 Cases of Green Beans
- 8 Cases of Reusable Bags

The donation will be sorted and bagged at the Food Bank warehouse and delivered directly to individuals at a Food Bank agency.

WHERE:

First Worldwide Ministries Inc.
301 South Swain Street
Raleigh, NC 27601

WHEN:

Wednesday, July 10, 2013
3:30 p.m. to 5:30 p.m.

WHY:

The Food Bank of Central & Eastern NC distributes food to more than 560,000 individuals in their 34 county-service area struggling to provide meals for their families. In fiscal year 2012-2013, the Food Bank distributed nearly 45 million pounds of food to those in need with 12 million being fresh produce.

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