



Media Alert

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FOOD BANK TO UNVEIL REBRANDED FIGHT AGAINST CHILDHOOD HUNGER

CHILDREN SHOULDN'T HAVE TO WORRY ABOUT NEXT MEAL

- WHAT:** Food Bank of Central & Eastern North Carolina to **OFFICIALLY** unveil the new logos and brand for the **Kids Meals & More Program**
Afterschool, weekend and summer programs to receive new names and logos
- DATE:** Saturday, January 28, 2012
- TIME:** 1:30 p.m. – 2:00 p.m.
- WHERE:** Food Bank of Central and Eastern North Carolina
3808 Tarheel Drive
Raleigh, NC 27609
Large Conference Room

Interviews are available. Live shots are welcomed!

Saturday, January 28, 2012, With Food Bank's "Kids Day" as a background where hundreds of children come in to volunteer in the warehouse, the Food Bank will roll out its rebranded child nutrition programs. Mascots from the Triangle and Wilmington will arrive at the Food Bank Central and Eastern North Carolina to greet guests, sponsors, representatives and children from the Kids Meals and More Programs. Children from the Food Bank's three main programs that combat childhood hunger will speak. Assisted by the mascots and children, the Food Bank will officially unveil new logos and brand for the programs.

In the Food Bank of Central and Eastern North Carolina's 34-county service area, more than 500,000 individuals are at risk of hunger. **Thirty-four percent are children.** The Food Bank has provided food for children and their families at risk of hunger for over 30 years.

REFRESHMENTS WILL BE SERVED

PHOTO OPPORTUNITY:

- Children from afterschool, weekend and summer programs speaking
- See the new logos unveiled by mascots from central and eastern North Carolina

INTERVIEW OPPORTUNITY:

- Food Bank Vice President of Agency Services and Programs
- Children and representatives from afterschool, weekend and summer programs

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