



NEWS RELEASE

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SOUTHERN WOMEN'S SHOW TO COLLECT PEANUT BUTTER FOR FOOD BANK

RALEIGH, NC – For the thousands of women who have plans to attend this weekend's Southern Women's Show, organizers want you to bring a jar of peanut butter to support the 3-Day Peanut Butter Drive which will benefit the Food Bank of Central and Eastern North Carolina.

According to Tish Atkins, Raleigh Show Manager, community involvement is equally as important as the education and entertainment elements the show brings to the area. As a community of women, partnering with the Food Bank seemed a natural fit. "We looked for an organization which was fulfilling a critical need in the community. Once we established a partnership with The Virginia-Carolinas Peanut Promotion we knew we had found a match with the Food Bank. We understood peanut butter was not only nutritious but a good source of protein for the clients they serve".

Food Barrels will be set-up outside each exposition hall at the show to collect the peanut butter. Show attendees are strongly encouraged to consider bringing a jar or two. No glass please.

Southern Women's Show hours are Friday 10 a.m. – 8 p.m.; Saturday 10 a.m. – 7 p.m. and Sunday 11 a.m.– 5 p.m. Admission is \$9 at the door, \$7 in advance at Harris Teeter, \$5 for children 6–12 years old and free for children under 6 years of age (with paying adult). Online advance tickets are available for \$8 at www.southernwomensshow.com. Readmission tickets are \$5.

For more information about the Food Bank of Central & Eastern North Carolina, go to

www.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 2009-2010, the Food Bank distributed more than 41.5 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 500,000 struggle each day to provide enough food for their families. www.foodbankcenc.org.

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Southern Women Collect Peanut Butter