



# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

April 9, 2012

## **NEWS & OBSERVER AIMS TO HELP CHILDREN WITH SPRING FOOD DRIVE Benefits the Food Bank of Central & Eastern North Carolina**

**RALEIGH** - The Food Bank of Central & Eastern North Carolina will receive a helping hand in feeding children and their families this spring due to an annual food and funds campaign called "Feed the Need" initiated by the News & Observer in 2007. This major campaign raises food and funds at a time when donations are slow and children who receive free and reduced priced lunches at school will soon be starting summer breaks. In the last five years, Feed the Need has provided over 1.19 million meals to children and their families in the Food Bank's service area. The 2012 Feed the Need spring campaign launched on April 1 and will culminate on April 21, Feed the Need Day, with on-site drive up food donation sites. Sponsors for the 2012 campaign include Harris Teeter, Syngenta, Curtis Media and ABC 11.

Feed the Need collection bins are available in Harris Teeter stores throughout the region. The community is also encouraged to hold its own food drives and donate during the campaign.

The community can also participate in the Feed the Need food drive by donating to the virtual food drive at [www.feedtheneednc.com](http://www.feedtheneednc.com).

On Feed the Need day, April 21, you can also bring your donations to the Food Bank trucks at six Harris Teeters: Crescent Commons and Stone Creek Village in Cary, McCrimmons Commons in Morrisville, Leesville Town Center and Stonehenge Market in North Raleigh, and Cameron Village in Raleigh.

The Food Bank of Central & Eastern North Carolina Most Needed Items List includes:

- Canned Meals: Stews, Soups, Tuna, Ravioli, etc. (Pop-top cans a plus!)
- Peanut Butter
- Cereal
- Canned Fruits/Fruit Cups and Vegetables
- Rice, Pasta and Dried Beans
- Pudding Cups (fat-free, sugar-free)
- Graham Crackers, Animal Crackers
- Hygiene Items: Toothpaste, Shaving Items, Soap, etc.
- Paper Products: Toilet Paper, Paper Towels, etc.
- Infant Products: Diapers, Wipes, Formula, Infant Cereal

(Please - No loose glass and plastic jars of baby food as they will have to be discarded due to health regulations).

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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 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 2010-2011, the Food Bank distributed more than 42.75 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](http://www.foodbankcenc.org).

For more news & information about the Food Bank, view our social networks:

- Food Bank on Twitter: <http://twitter.com/FoodBankCENC>
- Food Bank on Facebook: <http://www.facebook.com/FoodBankCENC>
- Food Bank on YouTube: <http://www.youtube.com/foodbankcenc>
- Food Bank on Flickr: <http://www.flickr.com/photos/foodbankcenc>

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