



MEDIA ADVISORY

[REQUEST FOR MEDIA COVERAGE]

BB&T Employees to Volunteer at New Bern Food Bank In Honor of National Volunteer Week

Lighthouse Project shines bright for eastern NC families

NEW BERN, N.C. –The Food Bank of Central & Eastern North Carolina at New Bern and Branch Banking & Trust (BB&T) are working together to provide food to those at risk for hunger in eastern North Carolina during National Volunteer Week. About 30 BB & T employees will volunteer at the Food Bank’s south Glenburnie Road warehouse as part of their “Lighthouse Project”. The purpose of the “Lighthouse Project” is for BB&T to enhance the quality of life for residents throughout our communities. The volunteers will work on two projects:

- **Warehouse Project**: Bagging pasta/rice, relabeling cans or sorting product
- **Garden Project**: Working with Master Gardeners to prepare and plant the Food Bank’s Community Garden for summer harvest.

This effort will help ensure residents in eastern North Carolina have access to nutritious food to help them live a healthy lifestyle. BB&T will also donate \$3,200 to the New Bern Food Bank, a portion of which will be applied toward the purchase of a water meter for the garden.

WHEN: **Tuesday, April 17, 2012**
BB&T Group 1
8:00 a.m. – 11:00 a.m.

BB&T Group 2
12:00 p.m. – 2:30 p.m.

WHERE: Food Bank of Central & Eastern NC at New Bern
205 South Glenburnie Road
New Bern, NC

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INTERVIEW

OPPORTUNITIES: Food Bank Representative
BB&T Lighthouse Project Coordinator
Master Gardeners

PHOTO

OPPORTUNITIES: BB&T employees serving the community by doing warehouse and garden projects to make sure eastern NC families have access to more nutritious foods.

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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. Twitter: @FoodBankCENC

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