



NEWS RELEASE

FOR IMMEDIATE RELEASE

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NEWS & OBSERVER TO BRING SPRING FOOD DRIVE TO END WITH DRIVE UP/DROP OFF DAY Benefits the Food Bank of Central & Eastern North Carolina

RALEIGH – The Food Bank of Central & Eastern North Carolina receives nearly 50 percent of food drive donations during the holidays. That is why the News & Observer’s spring campaign called “Feed the Need” 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. The 2011 Feed the Need Campaign launched on April 1 with collection bins at Harris Teeter stores throughout the region. It will end with “Feed the Need Day”, Saturday, April 16, when donations can be brought directly to the Food Bank trucks at three Harris Teeter locations: Crescent Commons in Cary, Falls Pointe in North Raleigh and Cameron Village in Raleigh.

Also on Feed the Need Day, volunteers will be selling a special Feed the Need edition of The News & Observer for \$1 at select Bojangles restaurants in the Triangle. Each paper sold yields a 75-cent donation to the Food Bank.

The community can also participate in the Feed the Need food drive by donating to the virtual food drive at www.feedtheneednc.com.

In its first four years, Feed the Need donations have totaled more than \$192,000 and 55,000 pounds of food. That’s the equivalent of 955,000 meals. Sponsors for the 2011 campaign include Harris Teeter, Syngenta, Talecris Biotherapeutics, Bojangles, Curtis Media and ABC 11.

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 and Vegetables
- Rice, Pasta and Dried Beans
- 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).

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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