



# MEDIA ADVISORY

[REQUEST FOR MEDIA COVERAGE]

## NEWS & OBSERVER TO BRING SPRING FOOD DRIVE TO A CLOSE WITH DRIVE UP DAY Benefits the Food Bank of Central & Eastern North Carolina

**RALEIGH, NC (April 17, 2012)** - The News & Observer's 2012 Feed the Need spring campaign launched on April 1 and will culminate on Saturday, April 21, Feed the Need Day, with on-site drive up food donation sites. The annual food and funds campaign called "Feed the Need" was initiated by the News & Observer in 2007 to benefit the Food Bank of Central & Eastern NC. 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. Sponsors for the 2012 campaign include Harris Teeter, Syngenta, Curtis Media and ABC 11.

### **WHAT:**

On Feed the Need day, bring your donations to Food Bank trucks at six Harris Teeter locations. Local mascots have been invited and will make appearances at each location.

### **WHEN:**

Saturday, April 21  
10 a.m. to 1 p.m.

### **WHERE:**

#### **CARY**

Crescent Commons [HEADQUARTERS]  
3080 Kildaire Farm Rd, Cary

Stone Creek Village  
98 Cornerstone Dr, Cary

#### **MORRISVILLE**

McCrimmon Commons  
4093 Davis Drive, Morrisville

#### **NORTH RALEIGH**

Leesville Town Center  
13210 Strickland Rd, Raleigh

Stonehenge Market  
7400 Creedmoor Rd, Raleigh

#### **RALEIGH**

Cameron Village #021  
500 Oberlin Rd, Raleigh

**-MORE-**

**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).

**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). Twitter: @FoodBankCENC

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