



# NEWS RELEASE



June 1, 2011

**Contact:**

Christy L. Simmons  
Manager of Public Relations  
Food Bank CENC  
(919) 865-3050 (office)  
(919) 906-4798 (mobile)

## *Kids Summer Stock Campaign Launches June 2* *Stock Food Bank shelves when cafeterias close*

**GREENVILLE / NEW BERN** – The Food Bank of Central & Eastern North Carolina kicks off summer on June 2, 2011 with its annual food and funds drive Kids Summer Stock. This campaign serves to raise food, funds and awareness in our 34-county service area at a time when food drive donations tend to slow down and school cafeterias close to more than 277,000 children on the free and reduced meal program. Children served by our branches in Durham, Greenville, New Bern, Raleigh, Sandhills, and Wilmington are still in need of meals when school is out.

During the summertime, community-based non-profit agencies such as food pantries and children's programs supported by the Food Bank report an increase in the number of parents and grandparents seeking food assistance for their families.

This awareness-building food and funds campaign has been extremely successful and has provided more than 4 million meals to children and their families since the summer of 2008.

**The community can support Kids Summer Stock in the following ways:**

- **Donate money - For every dollar donated, the Food Bank can generally provide eight dollars (\$8) worth of food or approximately four meals. Log on to [www.foodbankcenc.org](http://www.foodbankcenc.org) or text 40meals to 50555 to make an instant \$10 donation.**
- **Donate food - Hold a food drive in your community this summer.**
- **Donate time - Spread the word via Social Media – i.e. Twitter, Facebook and Blogs.**

Support the Food Bank of Central & Eastern North Carolina in keeping our shelves full so that children and their families will continue to access meals through our partner agencies.

For more information about the Food Bank of Central & Eastern North Carolina, go to [www.foodbankcenc.org](http://www.foodbankcenc.org).

**-more-**

**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](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>
- Provide 40 meals to those in need - make a \$10.00 donation\* by texting **40MEALS** to 50555.  
*\*\$10 will be added to your mobile phone bill/deducted from your prepaid account. Msg & Data Rates May Apply. Reply STOP to 50555 to stop. Full Terms: [mGive.org/T](http://mGive.org/T).*

###