



**FOR IMMEDIATE RELEASE**

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## **Champions For Kids Event Collects More Than 5,000 Meals For Local Food Bank To Provide to Children This Summer**

**RALEIGH** – Area residents and Food Lion customers helped the Food Bank of Central & Eastern North Carolina to collect enough food this past weekend to provide 5,315 meals to local children this summer.

The event, “Champions For Kids Hunger Relief Day,” kicked off the 5<sup>th</sup> Annual Kids Summer Stock Food and Funds Drive and was held June 2 at the Streets at Southpoint in Durham, N.C.

“These additional summer meals are critical at the time when more than 300,000 children in the Food Bank’s 34-county service area are out of school and miss out on free or reduced breakfast and lunch meals,” said Christy Simmons, Public Relations Manager for the Food Bank. “This year the goal is to raise two million meals for children and their families in the Food Bank’s service area.”

Gensler Architecture created a lunch box structure comprised of nearly 3,000 cans of *my essentials* Food Lion brand items. Food Lion donated a total of \$10,000 worth of food items to support Champion For Kids Hunger Relief Day. The lunch box structure is

on display at Center Court at the Streets at Southpoint through Sunday, June 10. Once the structure is disassembled, the canned items will be donated to the Food Bank.  
[photo attached]

“Thanks to ABC 11, the community also turned out to support the Champion For Kids Drive Through by driving up and dropping off donations at the Streets at Southpoint and filling the Food Bank truck with nonperishable food items,” Simmons said.

The Streets at Southpoint locations of Rockfish Seafood Grill and Champps Restaurant provided either a donation to the Food Bank or an incentive to those who donated to the food drive.

Now in the fifth year, Kids Summer Stock is an awareness building campaign to collect food and funds to help these children and their families. Donations received will help fill the shelves of the

Food Bank of Central & Eastern North Carolina warehouses in Durham, Greenville, New Bern, Raleigh, Sandhills, and Wilmington, N.C. The Kids Summer Stock campaign has been extremely successful, providing six million meals during the past four summers.

### **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).

### **About Food Lion**

Food Lion, based in Salisbury, N.C., is a company of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG) and operates more than 1,100 supermarkets. The company employs approximately 57,000 associates delivering quality products, low prices and service to customers in 10 Southeastern and Mid-Atlantic states. For more information, visit [www.foodlion.com](http://www.foodlion.com).

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