



## MEDIA ADVISORY

### REQUEST FOR MEDIA COVERAGE

#### FOOD BANK OF CENTRAL & EASTERN NORTH CAROLINA, PAMLICO COUNTY SCHOOLS TO DISTRIBUTE BOOKS, FOOD TODAY

**JULY 15, 2013** - The Food Bank of Central & Eastern North Carolina at New Bern and Pamlico County School System will distribute food and books to children and families today. Pamlico County Schools will be delivering the second round of “Reading is Fundamental” books to students at Fred Anderson Elementary. The Food Bank of Central & Eastern North Carolina at New Bern will distribute five pallets of non-perishable food items to families at risk of hunger. The Food Bank is in the second month of the Stop Summer Hunger Campaign. Carolina Grill of New Bern will be onsite serving hot dogs, chips, fruit and drinks to the kid’s and their families.

**WHO:** Food Bank of Central & Eastern NC at New Bern and Pamlico County Schools

**WHAT:** Distribution of Food Bank Non-perishable food items  
Pamlico County Schools “Reading is Fundamental” Book Distribution

**WHERE:** Fred Anderson Elementary  
515 Anderson Drive  
Bayboro, NC 28515

**WHEN:** Monday, July 15, 2013  
3 p.m. to 6 p.m.

**WHY:** Nearly 300,000 children in the Food Bank’s service area lose access to free and reduce-cost meals when school closes for summer break- 59,000 are in the New Bern and Greenville area. The Food Bank’s goal is to provide meals to children and their families during the summer. The book distribution is round two of the Pamlico County School’s Reading is Fundamental program to stop the summer slide and keep children reading during the summer months

#### **PHOTO/INTERVIEW OPPORTUNITIES:**

- Children receiving books for summer reading
- Families receiving food to provide meals for children on summer break
- Dawn Gibson, Chair, Long Term Recovery for Pamlico County
- Ron Ihrer, Food Bank of Central & Eastern North Carolina

The main office of the Food Bank of Central & Eastern North Carolina is located at 3808 Tarheel Drive in Raleigh. The New Bern Branch is located at 205 South Glenburnie Road in New Bern. Additional warehouses are located in Durham, Greenville, Southern Pines, and Wilmington.

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

**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 201-2012, the Food Bank distributed nearly 45 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 560,000 struggle each day to provide enough food for their families. [www.foodbankcenc.org](http://www.foodbankcenc.org).

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