



NEWS RELEASE

September 3, 2013

Food Bank to Hold Second Annual 24-Hour Telethon

RALEIGH, NC - On Friday, September 13, starting at 12 noon, the Food Bank of Central & Eastern North Carolina will stream a LIVE show via foodbank24.org for 24 straight hours. The 24-Hour Telethon aims to raise awareness, funds, and food as part of Hunger Action Month, a national movement sponsored by Feeding America to encourage everyone in America to take action to fight hunger in their communities during the month of September. The first telethon, held in September 2012, raised \$20,000 for the Food Bank.

In the Food Bank's 34-county service area there are 560,000 people living at or below the poverty line. Additionally, there are 500,000 more people who are just one event away from needing emergency food assistance. The goal of this year's telethon is to raise \$50,000 and 5,000 lbs of food. This would equate to nearly 255,000 meals for those in need.

Returning for a second year as host is Gregory Ng of the popular online frozen food review show, FreezerBurns. Throughout Friday evening, September 13 and into Saturday, September 14, the telethon will include activities at the Raleigh warehouse located at 3808 Tarheel Drive. Not only will the telethon serve to raise awareness and funds for the Food Bank, but there will be tons of fun activities (yoga, dance lessons), appearances (Carolina Rollergirls, Carolina Railhawks), and interviews. The public is welcome to attend, however some events do require sign up.

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Events include:

Friday, September 13

12 noon – 2 p.m. Telethon Kickoff/Food Truck Rodeo

6 p.m. – 8:30 p.m. Social Media Mixer – If we meet our monetary goal by the end, watch our Food Bank President/CEO Peter Werbicki get dunked in our dunk tank! (Advanced sign up required for attendance.)

Saturday, September 14

12 a.m. – 2 a.m. Midnight Madness Volunteer Event (Advanced sign up required.)

3 a.m. – 6 a.m. Cackalacky Hot Sauce BBQ (Free sandwiches to all on-site donations of food and funds.)

6 a.m. – 8 a.m. Early Bird Breakfast

9:30 a.m. Author Sarah Dessen & Hungry Kate host a book reading!

12 noon Telethon Ends

For a complete schedule of events, interviews, and appearances or to tune in to the telethon, log on to foodbank24.org starting on Friday, September 13 at 12 noon to view this unique event.

Attachments:

Food Truck Rodeo flyer

2012GoalReached.jpg – The Food Bank team reaches the goal in year one of the telethon.

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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 more than 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 2012-2013, the Food Bank distributed nearly 52 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.

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