



# NEWS RELEASE

September 17, 2013

## What A Difference 24 Hours Makes *Food Bank's 24 Hour Telethon raises more than \$50,000*

**RALEIGH, NC** –On Friday, September 13 at 12 p.m. through Saturday, September 14, 12 p.m., the Food Bank of Central & Eastern North Carolina streamed a LIVE show on its website ([www.foodbankcenc.org/Telethon](http://www.foodbankcenc.org/Telethon)) for 24 straight hours. The 24-Hour Telethon aimed 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 24-Hour Telethon, hosted by FreezerBurns, raised \$55,648 and 3,941 pounds of food in 23 hours and 57 minutes. The funds raised and food collected are equivalent to more than 278,000 meals. [PHOTO ATTACHED]

Just as an individual's financial status can change abruptly within 24 hours due to layoffs, onset of major illness or a change in marital status such as divorce, the 24 hour online effort by the Food Bank of Central & Eastern North Carolina raised awareness and support to provide a basic need – food - for those who struggle to provide meals for their families due to such changes.

The Telethon was hosted by Gregory Ng of the popular online frozen food review show, FreezerBurns and included fun activities at the Raleigh warehouse located at 3808 Tarheel Drive such as a Food Truck Rodeo to help kick off the telethon at noon; a Social Media Mixer, followed by a "Midnight Madness" volunteer activity, Salsa and Line-Dancing lessons at 2 a.m. and "Sunrise Yoga" classes at 8 a.m on Saturday with interviews through the duration.

**-more-**

**PHOTO ID:**

- Greg Ng of Freezer Burns interviews one of the first guests during the Food Bank of Central & Eastern NC 24 Hour Telethon.

**Media Contacts:**

Christy L. Simmons  
Manager of Public Relations  
(919) 865-3050 (office)  
(919) 906-4798 (mobile)  
[csimmons@foodbankcenc.org](mailto:csimmons@foodbankcenc.org)

Jennifer M. Caslin  
Coordinator of Marketing, Public & Branch Relations  
(919) 865-3063 (office)  
(919) 840-6879 (mobile)  
[icaslin@foodbankcenc.org](mailto:icaslin@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 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](http://www.foodbankcenc.org).

###

