



## Food Bank Readies to Fill the Gap

### **40,000 Food Lion Gift Cards Arrive**

**October 10, 2013 – (Raleigh, NC)** The Food Bank of Central & Eastern North Carolina, which serves 34 of North Carolina’s 100 counties, is anticipating increase in service requests from the pantries, soup kitchens, rescue missions on whom they depend to distribute food to families seeking food. Their longtime partner, Food Lion, immediately stepped up to the plate announcing a \$500,000 donation to food banks across the state, including the Food Bank of Central & Eastern NC. The Food Bank will receive **40,000 gift cards valued at \$200,000** to distribute to partner agencies or to purchase additional food. **Food Lion will deliver the gift cards to the Food Bank of Central & Eastern NC on Friday, October 11, 2013, 1:30 p.m. at the Food Bank’s main office located at 3808 Tarheel Drive in Raleigh.**

The Food Lion gift cards will be split among the Food Bank’s six branches:

Raleigh: (40%)

Durham: (16%)

Greenville: (12%)

Sandhills: (8%)

Wilmington: (13%)

New Bern: (11%)

Total: 100%

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The prospect of essential services being cut, even delayed, generates an increased demand on private sector service organizations, such as the Food Bank of Central & Eastern North Carolina and the 800 rescue missions, soup kitchens, food pantries, senior and child nutrition programs.

“The impact on our services and the potential impact has placed us in ‘disaster readiness mode’ ”, said Peter Werbicki, President/CEO of the Food Bank of Central & Eastern North Carolina.

Individuals, corporations, and foundations are essential partners to providing nearly 90% of funding and donations to the Food Bank.

Federal and state programs are an important part of the FBCENC’s delivery of services to those in need by contributing about 4% of funds used by the organization.

Any delay, reduction or discontinuation of government services immediately impacts those living in poverty that rely upon the Food Bank for assistance.

The rescue missions, food pantries and soup kitchens depending on the Food Bank have already seen a 12% increase from July – Aug 2013 over the same period last year in individuals seeking assistance.

The Food Bank is committed to their mission that No One Go Hungry in Central & Eastern North Carolina. With your help, we can continue to ensure that children, families, and seniors receive the meals and groceries that they need.

To make a monetary donation, go to [www.foodbankcenc.org/donate\\_money](http://www.foodbankcenc.org/donate_money).

To make a food donation, go to [www.foodbankcenc.org/donate\\_food](http://www.foodbankcenc.org/donate_food).

**PHOTO OPPORTUNITIES:**

- **Boxes of Food Lion gift cards unloaded at Food Bank dock**
- **Food Lion delivering cards to Food Bank staff**

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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 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).

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