



## MEDIA ADVISORY



### Food Bank of Central and Eastern North Carolina, Food Lion to Hold Hunger Relief Day Press Conference

*Food Lion 6,800 Pound Donation to Remind Community  
Of Need*

- WHAT:** **Food Bank of Central & Eastern NC, Food Lion Press Conference** to highlight the Food Lion delivery of a 6,800 pound food donation to the Food Bank in advance of Hunger Relief Day to remind the need for donations on October 20<sup>th</sup>.
- WHERE:** Food Bank of Central and Eastern North Carolina  
3808 Tarheel Drive  
Raleigh, NC 27609
- WHEN:** Monday, October 17, 2011  
1 p.m.
- WHY:** In addition to distribution to more than 500,000 individuals in the Food Bank service area struggling to provide meals for their families, the Food Bank recently distributed nearly 600,000 pounds of disaster relief product to affected areas in the eastern part of its service area. Hunger Relief Day donations will help restock shelves for the holiday season.
- BACKGROUND:** Food Lion will sponsor Hunger Relief Day at the North Carolina State Fair for the eighth consecutive year on Thursday, October 20, 2011. Fairgoers will receive a ticket for free admission on Food Lion Hunger Relief Day with a donation of four cans of Food Lion brand food.

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