



# NEWS RELEASE

FOR IMMEDIATE RELEASE  
October 18, 2011

## *Commissioner Troxler Offers 300,000 Pound Challenge on Food Lion Hunger Relief Day*

*N.C. State Fair to Donate Funds for a Record Breaking Event*

**RALEIGH** – Agriculture Commissioner Steve Troxler offered a big challenge to fairgoers during a Food Lion Hunger Relief Day Press Conference held at the Food Bank of Central & Eastern North Carolina on Monday, October 17. The press conference was held to bring additional attention to donations needed on Thursday, October 20 which is Food Lion Hunger Relief Day at the North Carolina State Fair. Food Bank Food Lion Hunger Relief Day benefits the Food Bank of Central & Eastern North Carolina and its sister food banks around the state. Donations are needed more than ever to help replenish food bank shelves after two natural disasters affected the much of eastern North Carolina. The Food Bank of Central & Eastern NC alone has distributed a total of more than 1 million pounds of disaster relief product as a result of the April tornadoes and Hurricane Irene. During Food Lion Hunger Relief Day, 4 cans of Food Lion Brand Food can be donated in exchange for free admission to the N.C. State Fair.

Last year, 247,569 pounds were collected on Food Lion Hunger Relief Day, which is the largest amount raised in the history of the event. If this record is broken, the N.C. State Fair will donate \$1,000 to the Food Bank. If donations reach 275,000 pounds, the N.C. State Fair will award \$2,500. Should donations reach 300,000 pounds, the N.C. State Fair will donate \$5,000 to the Food Bank.

Each dollar donated to the Food Bank of Central & Eastern North Carolina can provide 4 meals to those at risk for hunger in central and eastern North Carolina. A \$5,000 donation will provide 20,000 meals.

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

*Commissioner Troxler Offers 300,000 Pound Challenge*

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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 2010-2011, the Food Bank distributed more than 42.75 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 500,000 struggle each day to provide enough food for their families. [www.foodbankcenc.org](http://www.foodbankcenc.org).

For more news & information about the Food Bank, view our social networks:

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