



# NEWS RELEASE

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## **FOOD LION HUNGER RELIEF DAY DONATIONS AT STATE FAIR CELEBRATE A GREAT CAUSE**

### *2010 Donations Set A New Record*

**RALEIGH** –Fairgoers celebrated a great cause during the 2010 Food Lion Hunger Relief Day at the NC State Fair. On Thursday, October 21st, attendees received free admission to the fair by bringing four cans of Food Lion brand products to any entrance gate. Fairgoers donated **246,779 pounds** of food –an increase of almost 10,000 pounds over last year setting a new Food Lion Hunger Relief Day collection record. The food donations are equivalent to more than 200,000 meals. Food Lion Hunger Relief Day at the Fair is one of the largest one-day canned-food drives in the state and benefits the Food Bank of Central & Eastern North Carolina and other food banks around the state.

“We thank the fairgoers for their generosity and for once again answering the call to action. We remain grateful for the continued support of Food Lion and the N.C. Department of Agriculture,” said Peter Werbicki, President/CEO of the Food Bank of Central & Eastern North Carolina.

The Food Bank of Central & Eastern North Carolina had close to 450 volunteers and staff members on site throughout the day to collect the canned goods at all gates in exchange for admission tickets. The Food Bank will distribute the cans of food collected to families in need in its 34 county service area, including its branch locations in Durham, Greenville, New Bern, Southern Pines and Wilmington. The Food Bank of Central & Eastern North Carolina will also distribute collected cans to sister food banks across the state.

In 2009, more than 237,000 pounds of food was donated by fair attendees.

### **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 2009-2010, the Food Bank distributed more than 41.5 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:

- Food Bank on Twitter: <http://twitter.com/FoodBankCENC>
- Food Bank on Facebook: <http://www.facebook.com/FoodBankCENC>
- Food Bank on YouTube: <http://www.youtube.com/foodbankcenc>
- Food Bank on Flickr: <http://www.flickr.com/photos/foodbankcenc>
  
- Provide 40 meals to those in need - make a \$10.00 donation\* by texting **40MEALS** to 50555.  
*\*\$10 will be added to your mobile phone bill/deducted from your prepaid account. Msg & Data Rates May Apply. Reply STOP to 50555 to stop. Full Terms: [mGive.org/T](http://mGive.org/T).*

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