



MEDIA ADVISORY

REQUEST FOR MEDIA COVERAGE

GREENVILLE FOOD BANK CELEBRATES NEW LOCATION WITH RIBBON CUTTING

October 23, 2013 - The Food Bank of Central & Eastern North Carolina at Greenville is celebrating the move to a new location with a ribbon cutting on Thursday, October 24. The move to the space was completed on October 1 after spending 14 years in the original space located near downtown. The Young Professionals of Pitt and Lenoir Counties will be kicking off their Eastern Carolina Fall Food Drive during the celebration. Southern Bank will also be on hand to make a donation to the Food Bank.

WHO: Food Bank of Central & Eastern NC at Greenville

WHAT: Ribbon Cutting Celebration and Eastern Carolina Fall Food Drive Kickoff

WHERE: 1712 Union Street
Greenville, NC 27834

WHEN: Thursday, October 24, 2013 4:30 p.m. to 6 p.m.

WHY: More than 104,000 individuals are living at or below the poverty level in the ten counties served by the Greenville Branch. The new location will allow for increased operational capacity

PHOTO/INTERVIEW OPPORTUNITIES:

- Ribbon cutting by the Greenville-Pitt County Chamber of Commerce
- New 17,500 square foot Greenville location, including the new Produce Room donated by Food Lion and dedicated volunteer area
- Neil Zingler, Chair of the Food Bank's Greenville Branch Regional Council
- Food Bank staff members

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.

Media Contact:

Jennifer Caslin

Coordinator of Marketing, Public & Branch Relations

Food Bank of Central & Eastern North Carolina

(919) 865-3063 (office)

(919) 840-6879 (cell)

jcaslin@foodbankcenc.org