



MEDIA ADVISORY



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Food Bank of Central and Eastern North Carolina, GlaxoSmithKline Team Up to “Bag” Hunger

RALEIGH, NC – The Food Bank of Central & Eastern North Carolina and GlaxoSmithKline are working together to provide food to those at risk of hunger in central and eastern North Carolina. More than 560,000 individuals in the counties served by the Food Bank are at risk of hunger with nearly fifty percent (50%) being children and seniors.

WHEN: **Friday, November 2, 2012**
10 a.m. – 2 p.m.

WHERE: GlaxoSmithKline
5 Moore Drive
Research Triangle Park, NC 27709
Building 5 lower level parking garage

INTERVIEW OPPORTUNITIES:

Judith Millard, PhD, VP, Clinical Platforms & Sciences, GlaxoSmithKline
Paul Feldman, PhD, VP, Research & Development, GlaxoSmithKline
Robert P Sutton, Sr. Communications Manager & RTP Site Communicator

Peter Werbicki, President/CEO, Food Bank Central & Eastern NC
Christy Simmons, Manager of PR, Food Bank CENC
Jennifer Caslin, Coordinator of Marketing, Public & Branch Relations

PHOTO OPPORTUNITIES:

More than 200 employees of GlaxoSmithKline sorting and bagging 40,000 pounds of sweet potatoes into family-sized bags to distribute to families during the holiday season.

Toys will be collected for “Toys for Tots” to assist neighbors in need during the holiday season.

GlaxoSmithKline employees will hold a “One Day Food Drive” to provide non-perishable kid-friendly items to families.

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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 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 2011-2012, the Food Bank distributed nearly 45 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.

GlaxoSmithKline – one of the world’s leading research-based pharmaceutical and healthcare companies – is committed to improving the quality of human life by enabling people to do more, feel better and live longer. For further information please visit www.gsk.com

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