



NEWS RELEASE

FOR IMMEDIATE RELEASE

November 16, 2011

25TH ANNUAL ABC 11 EYEWITNESS NEWS HEART OF CAROLINA FOOD DRIVE TO KICK OFF ON FRIDAY

5 million pound goal set to benefit two food banks

RALEIGH—On Friday, November 18, ABC 11 Eyewitness News will kick off their 25th Annual Heart of Carolina Food Drive to benefit the Food Bank of Central & Eastern North Carolina and the Second Harvest Food Bank of Southeast North Carolina in Fayetteville. The kickoff will be held at the Food Bank of Central & Eastern North Carolina's main warehouse on Tarheel Drive in Raleigh at 10 a.m. Corporate partners for the 2011 campaign are Kroger, the Law Office of D. Hardison Wood, CenturyLink, Leith Automotive and Bayer CropScience. Media partners are *The Herald-Sun*, *The News & Observer*, *Curtis Media* and *The Pilot*.

Print media partners will insert paper bags in their weekend editions on the following dates:

- News & Observer Saturday, November 19
- Herald-Sun Sunday, November 20
- The Pilot Sunday, November 20

With a goal of raising 5 million pounds of food this year, the food drive is a region-wide event that spans the station's 23-county broadcast area. The campaign culminates with a "Drive Thru" day on Wednesday, December 7 with live cut-ins from 5 a.m. to 8 p.m. from the Kroger locations in Cary on High House Road; in Raleigh on the corner of Strickland and Creedmoor, and in Durham on Hillsborough Road.

Curtis Media Group radio station 96 Rock will be alongside volunteers at the Kroger in Cary on December 7th to help promote the event and collect food. They will also be running spots on WQDR, WPTF, 96 Rock and the new Pulse 102 during the campaign.

Initiated by ABC 11 in the late 1980's, the Heart of Carolina Food Drive has continued to gain momentum with the support and assistance of community agencies throughout the 23-county viewing area.

Media Contacts:

Christy L. Simmons
Manager of Public Relations
(919) 865-3050 (office)
(919) 906-4798 (mobile)
csimmons@foodbankcenc.org

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Jennifer Caslin
Coordinator of Marketing, Public & Branch Relations
(919) 865-3063
(919) 840-6879
icaslin@foodbankcenc.org

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.

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>

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