



NEWS RELEASE

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27TH ANNUAL ABC 11 EYEWITNESS NEWS HEART OF CAROLINA FOOD DRIVE TO KICK OFF ON FRIDAY

6 million pound goal set to benefit two food banks

RALEIGH—On Friday, November 22nd, ABC 11 Eyewitness News will kick off their 27th Annual Heart of Carolina Food Drive to benefit the Food Bank of Central & Eastern North Carolina in Raleigh 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 branch at 3808 Tarheel Drive in Raleigh at 10 a.m. Corporate partners for the 2013 campaign are Kroger, the Law Office of D. Hardison Wood, and CenturyLink. Media partners are *The Herald-Sun newspaper in Durham, The News & Observer in Raleigh, Curtis Media Group in Raleigh and The Pilot newspaper in Southern Pines.*

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

- The Pilot Sunday, November 24
- News & Observer Sunday, November 24
- Herald-Sun Sunday, November 24

With a goal of raising 6 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 11 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 stations will be alongside volunteers at the Kroger in Cary on December 11th to help promote the event and collect food. They will also be running commercials on their stations 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.

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.

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