



NEWS RELEASE

FOR IMMEDIATE RELEASE

November 16, 2011

Sunrise Broadcasting to Hold Annual Food Drive

Local radio group aim to raise 24,000 meals

WILMINGTON – Sunrise Broadcasting will be holding their annual food drive, “24,000 Meals in 24 Hours”, to benefit the Food Bank of Central & Eastern North Carolina at Wilmington. The event will begin Friday, November 18 at 12 noon and culminate on Saturday, November 19 at 12noon. This event has been held for eight years and last year raised over 27,000 meals for those at risk for hunger in our community.

“The Food Bank truly appreciates the continued support Sunrise Broadcasting provides,” said Jeff Rose, Wilmington Branch Director for the Food Bank. “It’s such a beneficial event and something we look forward to every year.”

Sunrise Broadcasting personalities will stay up for the full 24 Hours in order to reach or exceed their goal of raising 24,000 meals. During the 24 hour period, Stanley B from Jammin’ 99.9, Craig Thomas from Sunny 104.5, Fitz from Modern Rock 98.7, and Foz and Jocelyn from Z 107.5 will be broadcasting live from Lowes Foods. Donations can be made on-site or through the station websites. Two Men and a Truck will be on-site with a truck to collect non-perishable donations.

“I am really proud of our on air talent on all of our stations that volunteered to step up and do the 24 hour continuous broadcasts,” said Brian Schimmel, General Manager of Sunrise Broadcasting. “The gift of their time really helps communicate the need and encourages the public to respond to this wonderful effort to help the Food Bank of Central and Eastern North Carolina.”

The Food Bank of Central & Eastern North Carolina at Wilmington is located at 1314 Marstellar Street in Wilmington. In fiscal year 2010-11, the Food Bank distributed 4,804,726 pounds of food through a network of over 90 partner agencies in the service area of Brunswick, Columbus, New Hanover and Pender Counties. In the four county area, 61,543 individuals struggle with hunger including 7,142 seniors and 18,338 children.

Based in Raleigh, the Food Bank of Central & Eastern North Carolina serves 34 counties in the central and eastern through six warehouses in Durham, Greenville, New Bern, Raleigh, Southern Pines and Wilmington.

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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 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:

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