



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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## ANNUAL WCTI NEWSCHANNEL 12 SHARE YOUR CHRISTMAS FOOD DRIVE COLLECTS MORE THAN 17,000 MEALS

**NEW BERN, N. C. (December 2014)** —On December 10, 11 and 12, WCTI NewsChannel 12 held their Annual Share Your Christmas Food Drive to benefit the Food Bank of Central & Eastern North Carolina at New Bern and Greenville. WCTI NewsChannel 12 viewers donated food and funds from 4 p.m. to 8 p.m. at locations in Greenville, Jacksonville and New Bern. The food and funds that were generously donated by the community during Share Your Christmas 2014 is enough to provide 17,743 meals to those who are struggling this holiday season.

NewsChannel 12 personalities were on site to help raise not only food and funds to provide holiday meals, but also awareness about the continuing problem of hunger in the 10 counties served by the Greenville and New Bern Branches.

The holiday season is typically marked with joy, excitement, and celebration – often around a hearty meal. Unfortunately, there are many who face uncertainty of being able to provide that meal for their families. In the ten counties served by the Food Bank of Central & Eastern North Carolina at Greenville and New Bern, 148,950 individuals live in food insecure households with 45,480 being children. Food insecurity is the state of being unable to consistently access nutritious and adequate amounts of food necessary for an active and healthy life. The households we serve experience limited or uncertain access to food, at times unsure of where they will find their next meal.

There is still time to help provide meals to individuals and families this holiday season. For every \$1 donated, the Food Bank can provide 5 meals. Visit [www.foodbankcenc.org](http://www.foodbankcenc.org) to donate.

### **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 distribution centers in Durham, Greenville, New Bern, Raleigh, the Sandhills (Southern Pines), and Wilmington. In fiscal year 2013-2014, the Food Bank distributed more than 53 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 651,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life. [www.foodbankcenc.org](http://www.foodbankcenc.org).

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