



## NEWS RELEASE

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### ANNUAL WCTI NEWSCHANNEL 12 SHARE YOUR CHRISTMAS FOOD DRIVE RAISES NEARLY 17,000 MEALS

**NEW BERN**—On Friday, December 13, 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. Food and funds were collected from 11 a.m. until 7 p.m. at the Greenville, New Bern, and Jacksonville malls, as well as the Cherry Point Commissary and the Morehead City Walmart.

The food and funds that were generously donated by the community during Share Your Christmas is enough to provide 16,747 meals to those who are struggling this holiday season.

Newschannel 12 personalities were on site from 4 p.m. to 7 p.m. 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 this year. In the 10 counties served by the Food Bank of Central & Eastern North Carolina at Greenville and New Bern, there are now **more than 104,000 individuals living at or below the poverty level.**

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

#### **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](http://www.foodbankcenc.org).

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