



MEDIA ADVISORY

[REQUEST FOR MEDIA COVERAGE]

NEWS & OBSERVER TO BRING SPRING FOOD DRIVE TO A CLOSE WITH A DRIVE UP DAY TO COLLECT FOOD AND FUNDS
Benefits the Food Bank of Central & Eastern North Carolina

RALEIGH, NC (April 22, 2014) - The News & Observer's **2014 Feed the Need** spring campaign launched on April 1 and will culminate on Saturday, April 26, Feed the Need Day, with on-site drive up food donation sites. The annual food and funds campaign called "Feed the Need" was initiated by the News & Observer in 2007 to benefit the Food Bank of Central & Eastern NC. This major campaign raises food and funds at a time when donations are slow and children who receive free and reduced priced breakfasts and lunches at school will soon be starting summer breaks. In the last seven years, Feed the Need has provided over 1.6 million meals to children and their families in the Food Bank's service area. Sponsors for the 2014 campaign include Harris Teeter, Syngenta, Curtis Media and ABC 11.

WHAT:

On **Feed the Need Day**, bring your food or monetary donations to **five** Harris Teeter locations.

WHEN:

Saturday, April 26
10 a.m. to 1 p.m.

WHERE:

Cary: Harris Teeter at Crescent Commons - 2080 Kildaire Farm Rd.

Clayton: Harris Teeter at Flowers Plantation - 67 Flowers Crossroads Way

Durham: Harris Teeter at Hope Valley Commons - corner of Garrett and W. Hwy 54.

Raleigh: Harris Teeter at Falls Pointe - 9600 Falls of Neuse Road

Harris Teeter at Leesville Towne Center - 13210 Strickland Road

-MORE-

Most Needed Items List includes:

- No Glass, Please!
- Canned Meals: Stews, Soups, Tuna, Ravioli, etc. *(Pop-top cans a plus!)*
- Peanut Butter
- Cereal
- Canned Fruits and Vegetables
- Rice, Pasta and Dried Beans
- Hygiene Items: Toothpaste, Shaving Items, Soap, etc.
- Paper Products: Toilet Paper, Paper Towels, etc.
- Infant Products: Diapers, Wipes, Formula, Infant Cereal
- *(Please - No loose glass and plastic jars of baby food as they will have to be discarded due to health regulations)*

RELATED STORIES:

- <http://www.southwestwakenews.com/2014/04/16/3789101/grow-our-kids-program-at-salem.html?sp=/99/586/806/>
- <http://www.easternwakenews.com/2014/04/15/3786602/community-helpers-turns-to-local.html>
- <http://www.easternwakenews.com/2014/04/15/3786557/wendell-farmers-support-food-bank.html>

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 2012-2013, the Food Bank distributed nearly 52 million pounds of food (43 million meals) 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. Twitter: @FoodBankCENC

Media Contacts:

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

#