



NEWS RELEASE

#FOODBANK24

A New Media Telethon

Fourth Annual 24-Hour Telethon Raises 215,000 Meals

RALEIGH, NC (September 14, 2015) – Preliminary results from the fourth annual #FoodBank24: A New Media Telethon, held at the Food Bank's Raleigh headquarters Friday, September 11 through Saturday, September 12, are in! The Telethon raised more than \$43,000 – the equivalent of 215,000 meals. This year's event highlighted Hunger Action Month and the 9/11 Day of Service with special volunteer opportunities as well as interviews and unique entertainment including a dunk tank. Combined the Telethon has raised more than \$170,000 (the equivalent of 850,000 meals) for families in need.

In the Food Bank's 34-county service area there are nearly 650,000 individuals living in food insecure households, 33% of which are 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 served by the Food Bank experience limited or uncertain access to food, at times unsure of where they will find their next meal. September is Hunger Action Month™ across the country, a time when the Food Bank encourages the public to take action to raise awareness about the problem of hunger in our service area.

Final results and photos from the events will be posted this week at foodbank24.org.

Attachments:

2015_#FoodBank24_Finale.jpg – Staff and volunteer gather at the end of 24 successful hours raising funds!

Media Contacts:

Jennifer M. Caslin
Public Relations and Marketing Specialist
(919) 865-3063 (office)
(910) 508-0547 (mobile)
jcaslin@foodbankcenc.org
Twitter: @FoodBankJenC

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 2014-2015, the Food Bank distributed more than 57 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, nearly 650,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life. www.foodbankcenc.org.

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Page 2 of 2*