



NEWS RELEASE



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FOR IMMEDIATE RELEASE

MAJOR COMMUNITY SUPPORT DURING 29TH ABC11 HEART OF CAROLINA FOOD DRIVE EXCEEDS 400,000 MEAL GOAL

RALEIGH, N.C. (December 15, 2015)— ABC11 issued a call to action to viewers in its 23-county broadcast area in late November when they kicked off the 29th Annual Heart of Carolina Food Drive. The food and funds drive ended on Wednesday, December 9th with Drive Thru Day. Throughout the day, ABC11 Eyewitness News aired live reports from three Triangle locations. And thanks to the generous donations from the community, the event exceeded its goal and the proceeds will ultimately provide more than 600,000 meals.

“The tough reality is people in our community are still struggling to put enough food on the table,” said Peter Werbicki, President & CEO of the Food Bank of Central & Eastern North Carolina. “Your generosity will ensure thousands of families will not have to worry about going without this holiday season.”

In addition, the Food Bank of Central & Eastern North Carolina was one of the local hunger relief organizations to receive a \$15,000 grant thanks to Disney Worldwide Services, Inc and ABC11. Disney is the parent company of ABC 11. With its latest gift, Disney will support the Food Bank of Central & Eastern North Carolina in rescuing and distributing produce to families in need. This support will help promote the well-being of kids and families who struggle with hunger while creating a brighter tomorrow. **[PHOTO ATTACHED]**

ABC11 is still encouraging the community to “Get Together Against Hunger” during the holidays! Turn a holiday gathering into a way to give back by collecting canned food or funds to help local families; then share inspiring photos and challenge others to do the same. For more information on how to plan an event, go to abc11.com. People can also donate food at their local Kroger stores through December 31.

In the Food Bank’s 34-county service area, nearly 650,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life.

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Attachments:

Disney-ABC Donation.jpg – ABC11 President/General Manager Caroline Welch presents a check to Jim Thomas of the Second Harvest Food Bank of Southeast North Carolina and Peter Werbicki of the Food Bank of Central & Eastern North Carolina.

Primrose Donation.jpg – Students from the Primrose schools make their annual donation during the Heart of Carolina Drive Thru Day.

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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