



## THE GIFT OF A MEAL: Online Campaign to Provide Meals Is Short of Goal

Media Contact:

Christy L. Simmons  
919-865-3050 (ofc)  
919-906-4798 (mobile)  
csimmons@foodbankcenc.org

### FOR IMMEDIATE RELEASE

**RALEIGH, N.C. (December 2014)** - The Food Bank of Central & Eastern North Carolina's online Holiday Meals Drive ends at 11:59 p.m. on December 31, 2014. The goal is to raise \$435,000 in online donations before the end of the year; enough to provide 2.17 million meals to families in communities throughout our 34-county service area. At mid-day on December 30, the online campaign is at 87% of the goal (\$382,798). [See [www.foodbankcenc.org/holidaymeals](http://www.foodbankcenc.org/holidaymeals)].

651,000 individuals live in food insecure households across the Food Bank's service area, which covers just over one-third of the state. Sadly, of these individuals, one in three is a child – over 210,000 in total. For the families we serve, food insecurity means that they must face daily choices that determine whether they or their family will have a nutritious meal on the table or a warm home this winter, and these difficult choices do not end on December 31. Throughout the year, many will choose to have some food in the pantry rather than an essential, potentially lifesaving medication. Many will water down food or drink to make it stretch as far as possible.

You can choose to give the gift of a meal this holiday season and help eliminate these difficult struggles for thousands of hardworking families and seniors.

The facts are hard to face. The Feeding America Hunger in America 2014 Study shows a shocking increase of almost 40 percent more people making these tough decisions since 2010:

- 77% of households served by the Food Bank choose between paying for food and utilities.
- 77% of households choose between paying for food or medicine/medical care.
- 45% of those served have reported watering down their food or drink to make it last longer.

**-more-**

*Page 1 of 2*

*Gift of A Meal*



## THE GIFT OF A MEAL: Online Campaign to Provide Meals Is Short of Goal

When you give the gift of a meal, you bring holiday comfort, hope, and health to children, hardworking parents, and seniors on fixed incomes today and in the months ahead. For every \$1 donated, the Food Bank can provide 5 meals or \$10 worth of food. Your generosity helps to eliminate the need for our neighbors to make tough choices during a season that should be happy and hopeful, and in the months ahead.

Go to [www.foodbankcenc.org/holidaymeals](http://www.foodbankcenc.org/holidaymeals) to help reach this online goal today!

### **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).

###