



NEWS RELEASE



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Kids Summer Stock Campaign Far Exceeds 2012 Goal

RALEIGH – The Food Bank of Central & Eastern North Carolina’s 5th Annual Kids Summer Stock campaign raised 2.7 million meals for children and their families this summer, far exceeding the 2 million meal goal. This summer the Food Bank was able to provide five meals for every \$1 donated. The Kids Summer Stock Food and Funds Drive serves to raise food, funds, and awareness in our 34-county service area at a time when schools are closed and children cannot access free or reduced meal programs. Food drive donations typically slow down. During the summertime, community-based non-profit agencies such as food pantries and children’s programs supported by the Food Bank report an increase in the number of parents and grandparents seeking food assistance for their families.

Communities in the Food Bank’s Durham, Greenville, New Bern, Raleigh, Sandhills, and Wilmington Branch areas have donated more than \$536,000 and nearly 90,000 pounds of food which is equivalent to more than 2.7 million meals.

The Food Bank of Central & Eastern North Carolina and Food Lion kicked off the 5th Annual Kids Summer Stock Food and Funds Drive on Saturday, June 2 at the Streets at Southpoint Mall in Durham, N.C. The event, “Champions for Kids Hunger Relief Day,” included a lunchbox structure built by Gensler Architecture Firm entirely out of cans inside the mall and a “Drive Through Day” urging local residents to drive up and drop off donations at the Food Bank truck parked on Main Street at the Mall. Food Lion donated more than \$10,000 in My Essentials™ brand items for the build and for the food drive. ABC 11 aired live-shots throughout the morning to encourage the community to participate in fun events including a Kids Walk, educational booths and to drop off donations. This kickoff event collected enough food and funds to provide more than 5,300 meals!

In July, when the Kids Summer Stock campaign was at the half way point, more than 1.6 million meals had already been raised. To help push the campaign towards its goal, NBC-17 broadcast live from the main Food Bank of Central & Eastern NC warehouse in Raleigh in early July. They encouraged the community to donate by airing stories featuring Food Bank partner agencies, volunteers and staff throughout the month of July.

This awareness-building food and funds campaign continues to be successful and has now provided more than 8 million meals to children and their families since the summer of 2008.

For more information about the Food Bank of Central & Eastern North Carolina, go to www.foodbankcenc.org.

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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 900 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 2011-2012, the Food Bank distributed nearly 45 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.

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