



# NEWS RELEASE

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## Food Bank to Hold 24-Hour Telethon to Kickoff Hunger Action Month

**RALEIGH, NC** - On Friday, September 7, starting at 6 p.m., the Food Bank of Central & Eastern North Carolina will stream a LIVE show on its website ([www.foodbankcenc.org/Telethon](http://www.foodbankcenc.org/Telethon)) for 24 straight hours. The 24-Hour Telethon aims to raise awareness, funds, and food as part of Hunger Action Month, a national movement sponsored by Feeding America to encourage everyone in America to take action to fight hunger in their communities during the month of September. The 24-Hour Telethon is hosted by Google+ and FreezerBurns.

“There are more than 560,000 individuals who struggle to have access to adequate meals daily,” said Peter Werbicki, President/CEO, for the Food Bank of Central and Eastern North Carolina. “We thank Google+ and FreezerBurns for this highly visible approach to bring awareness to how we fight hunger daily through the 900 food pantries, soup kitchens, after school and senior programs, and rescue missions to ensure that no one goes hungry in our community.”

The Telethon will be hosted by Gregory Ng of the popular online frozen food review show, FreezerBurns. Throughout Friday evening, September 7 and into Saturday, September 8, the telethon will include fun activities at the Raleigh warehouse located at 3808 Tarheel Drive starting with a Social Media Mixer, followed by a "Midnight Madness" volunteer activity, a Four-AM Food Drive, an early morning Breakfast-Buzz segment and interviews through the duration.

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Log on to [www.foodbankcenc.org/Telethon](http://www.foodbankcenc.org/Telethon) starting on Friday, Sept. 7 at 6:00 p.m. to view this unique event.

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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](http://www.foodbankcenc.org).

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