



NEWS RELEASE



September 23, 2014

Food Bank to Hold Third Annual 24-Hour Telethon

RALEIGH, NC - On Friday, September 26, starting at 12 noon, the Food Bank of Central & Eastern North Carolina will stream #FoodBank24: A New Media Telethon via foodbank24.org for 24 straight hours. The 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 first two telethons combined raised more than \$80,000 (the equivalent of 400,000 meals) for families in need.

Returning for a third year as host is Gregory Ng, who serves as a Food Bank Social Media Ambassador and CMO of Brooks Bell. Throughout Friday evening, September 26, and into Saturday, September 27, the Telethon will include activities at the Raleigh Branch located at 3808 Tarheel Drive. Not only will the Telethon serve to raise awareness and funds for the Food Bank, but there will be tons of fun activities (yoga, dance lessons), appearances (Carolina Rollergirls, Carolina Railhawks), and interviews. The public is welcome to attend, however some events do require sign up

In the Food Bank's 34-county service area there are 651,000 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. The goal of this year's telethon is to raise \$60,000 which would equate to 300,000 meals.

Events include:

Friday, September 26

12 noon – 2 p.m. - Telethon Kickoff/Food Truck Rodeo

6 p.m. – 8:30 p.m. - #FoodBank24 Mixer – If we meet our monetary goal by the end, watch our Food Bank President/CEO Peter Werbicki get dunked in our dunk tank!

-more-

Saturday, September 27

12 a.m. – 2 a.m. - Midnight Madness Volunteer Event (Advanced sign up required.)

8 a.m. - Veggie Yoga!

8 a.m. – 10 a.m. - Breakfast with Chef Mario.

11 a.m. – 12 noon - Wicked Biscuit food truck and last hour to make donations!

12 noon - Telethon Ends

All that's needed to tune in is a computer and an internet connection! Log on to www.foodbank24.org for a complete schedule of events, interviews, and appearances. Watch this unique digital event starting on Friday, September 26 at 12 noon by visiting www.foodbank24.org. Follow the action on twitter by using the hashtag #FoodBank24.

Attachments:

FoodTruckRodeo.pdf

MetTheGoal2013.jpg – The Food Bank team met the \$50,000 goal at the end of the 2013 telethon.

Media Contacts:

Jennifer M. Caslin

Coordinator of Marketing, Public & Branch Relations

(919) 865-3063 (office)

(910) 508-0547 (mobile)

icaslin@foodbankcenc.org

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 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.

#



FOOD TRUCK RODEO



FRIDAY, SEPT 26 – NOON TO 2 PM
3808 TARHEEL DRIVE, RALEIGH

Food Truck Rodeo at the Food Bank!

**Yummy
food!**



**Great
cause!**

Help us kickoff ...

#FoodBank24: A New Media Telethon

**Raising Food & Funds for Hunger Relief
for 24 hours straight!**

Featuring:
Porchetta, Will & Pops, Sol Tacos,
and Lumpy's Ice Cream



#FOODBANK24

A New Media Telethon

www.foodbank24.org