



NEWS RELEASE



Food Bank Aims to Raise 250,000 Meals During Fourth Annual 24-Hour Telethon

RALEIGH, NC (September 9, 2015) - On Friday, September 11, 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. This year will highlight Hunger Action Month and the 9/11 Day of Service with special volunteer opportunities as well as interviews and unique entertainment including a dunk tank. The first three telethons combined raised more than \$130,000 (the equivalent of 650,000 meals) for families in need. **The goal of this year's Telethon is to raise \$50,000 which would equate to 250,000 meals.**

Returning for a fourth year as host is Gregory Ng, who serves as a Food Bank Social Media Ambassador and CMO of Brooks Bell. Throughout Friday evening, September 11, and into Saturday, September 12, 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 Hunger Action Month and the Food Bank, but there will be tons of fun activities (a dunk tank, a cake decorating contest), local celebrity appearances (Carolina Rollergirls, Bob Garner), and interviews. The public is welcome to get involved by signing up for one of three volunteer sessions during the show.

All that's needed to watch the show 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 11 at 12 noon by visiting www.foodbank24.org. Follow the action on twitter by using the hashtag #FoodBank24.

In the Food Bank's 34-county service area there are nearly 650,000 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. September is Hunger Action Month™ across the country, a time when the Food Bank encourages the public to take action to raise awareness about the problem of hunger in our service area.

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Attachments:

#FoodBank24_ChefsChallenge.jpg – The Chef's Academy decorated fall-themed cakes for auction to raise funds for the telethon.

2014FoodBank24Finale.jpg – A group photo at the end of the third successful #FoodBank24 Telethon!

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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 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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