



## 1,000 Volunteers in RTP Pack More Than 150,000 Meals for Hunger Action Month, Day of Service

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**Research Triangle Park, N.C. (Sept. 11, 2014)** – The Food Bank of Central & Eastern North Carolina has joined with **14 Triangle-area companies** to feed those living with hunger. More than **1,000 RTP professionals** ditched the office to unite for the third annual Sort-A-Rama, far exceeding the **150,000 meals** goal by packaging **176,000 meals** for families at risk of hunger. The event, “Sort-A-Rama,” is the Food Bank’s largest one-day volunteer project and serves to highlight Hunger Action Month, a national initiative for food banks around the country for advocacy, awareness and engagement. Sort-A-Rama is also held in recognition of 9/11 and the National Day of Service and Remembrance.

Presenting partners *BASF, Blue Cross and Blue Shield of North Carolina (BCBSNC), Cisco and Food Lion* led the half-day effort to bring 1,000 corporate volunteers together from *Duke Energy, Extreme Networks, Informatica, NetApp, PPD, Research Triangle Foundation, RTI International, SunTrust, Wells Fargo and Woodforest Bank*. Volunteers sorted **210,000 pounds** of bulk-sized bins of pasta, beans and rice into family-sized portions during Sort-A-Rama 2014.

Attendance for the event in 2014 has more than doubled since its inaugural event in 2012, which hosted 400 volunteers and provided 80,000 meals for families and children across the Food Bank’s 34-county service area. Over 100,000 meals were provided to the community in 2013 with the help of 700 Sort-A-Rama volunteers.

**Mark Calaway, the “voice” of the Carolina RailHawks,** served as the honorary “coach” to rally the volunteers toward their goal of sorting and packing more than 150,000 meals in one day. A moment of silence was held to remember those lost on 9/11.

Governor Pat McCrory, along with executives from BASF, BCBSNC, Cisco and Food Lion issued the first “ceremonial” scoops.

"We are dedicated to helping provide food to the community, especially those in need," said **Nevin McDougall, senior vice president of BASF Crop Protection North America**. "Our team works with farmers to help them meet their challenges and get the most out of every acre so that there is enough food for our community members."

"For North Carolinians who are already worried about when their next meal will be, it can be even more challenging to ensure that the foods they are eating are wholesome and nutritious," said **Jo Abernathy, BCBSNC chief information officer** and Food Bank volunteer. "Through Sort-A-Rama and other programs, BCBSNC is committed to increasing access to healthy foods in order to make a lasting impact on the health of our communities across the state."

"Cisco focuses on connecting the unconnected and supporting critical human needs for those in our community. Food insecurity in North Carolina is a serious and growing concern," said **Jeff Zirker, senior director of Global Technical Services**. "Cisco employees have volunteered over 2,700 hours this past year with the Food Bank. We are honored to continue our support today with 175 Cisco executives and employee volunteers."

"We are honored to partner with the Food Bank of Central & Eastern N.C., for the second consecutive year to eliminate hunger in the Raleigh area through the Sort-A-Rama community event," said **Mike Hall, director of operations for the Raleigh market, Food Lion**. "At Food Lion, we believe no one should have to choose between dinner and paying rent or gasoline and buying groceries. That's why we're so passionate about our renewed focus of ending hunger and working to make the lines shorter at local feeding agencies through our Food Lion Feeds community platform. Last year, we helped provide 100,000 meals for local hungry families. On Sept. 11, 175 Raleigh-area Food Lion associates joined other local volunteers to pack 150,000 meals to help feed local families."

September is Hunger Action Month across the country for Feeding America Food Banks. The 150,000 packaged meals will be immediately available for distribution through the Food Bank's network of more than 800 partner agencies which include food pantries, rescue missions and soup kitchens across the Food Bank's 34-county service area.

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

#### **About BASF's Crop Protection division**

With sales of more than €5.2 billion in 2013, BASF's Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as solutions to manage water, nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF's Crop Protection division is a leading innovator that supports growers to optimize agricultural production, improve their business efficiency and enhance the quality of life for a growing world population. Further information can be found on the web at [www.agro.bASF.com](http://www.agro.bASF.com) or through our [social media channels](#).

## **BASF - The Chemical Company**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,000 employees in North America, and had sales of \$19.3 billion in 2013. For more information about BASF's North American operations, visit [www.bASF.us](http://www.bASF.us).

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.bASF.com](http://www.bASF.com).

## **About BCBSNC**

Blue Cross and Blue Shield of North Carolina is a leader in delivering innovative health care products, services and information to more than 3.84 million members, including approximately 1 million served on behalf of other Blue Plans. Since 1933, the company has served its customers by offering health insurance at a competitive price and has served the people of North Carolina through support of community organizations, programs and events that promote good health. BCBSNC was recognized as one of the World's Most Ethical Companies by Ethisphere Institute in 2012, 2013 and 2014. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Visit BCBSNC online at [bcbsnc.com](http://bcbsnc.com).

## **About Cisco**

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. For ongoing news, please go to <http://thenetwork.cisco.com>.

## **About Food Lion**

Food Lion, based in Salisbury, N.C., since 1957, now has more than 1,100 stores in 10 Southeastern and Mid-Atlantic states and employs more than 63,000 associates. By leveraging its longstanding heritage of low prices and convenient locations, Food Lion is working to own the easiest full shop grocery experience in the Southeast, anchored by a strong commitment to affordability, freshness and the communities it serves. Food Lion is a company of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG). For more information, visit [www.foodlion.com](http://www.foodlion.com)

## **About Food Lion Feeds**

For more than 50 years, Food Lion has been a strong philanthropic partner in the communities it serves. As a grocer, Food Lion's business is food. The company believes that no one should have to choose between dinner and paying rent or gasoline and buying groceries. Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to eliminate the choices families are forced to make when they are hungry. By the end of 2020, the company has pledged to provide 500 million meals to families in need in its local communities. For more information, visit [www.foodlion.com/feeds](http://www.foodlion.com/feeds).

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