



NEWS RELEASE

Gifts to Food Bank of Central & Eastern North Carolina Tripled on December 1 for #GivingTuesday

FOR IMMEDIATE RELEASE
November 30, 2020

Raleigh, NC – #GivingTuesday is a global day of generosity that will take place on December 1, 2020. The movement was created in 2012 as a simple idea: a day that encourages people to do good. Over the past nine years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Hunger is a serious problem every day in central and eastern North Carolina and the need is even more staggering this year due to the COVID-19 crisis. More than 760,000 people are facing hunger – a 38% increase over last year. Working families, children, and seniors—struggled to consistently get food on their table, especially nutritious food. Many families are finding themselves in this situation for the first time—previously making their budgets work, but no longer able to make ends meet due to unemployment, furlough, or reduced hours.

Donations made to the Food Bank at foodbankcenc.org/givingtuesday on December 1 will be tripled thanks to our partners Delta Air Lines, GFL Environmental,

and Railinc. On #GivingTuesday, a \$35 gift can help provide 525 meals for children, families, and seniors facing hunger right here in our community.

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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 35 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 2019-2020, the Food Bank distributed over 90 million pounds of food (over half of which was perishable) and non-food essentials through these agencies. Sadly, hunger remains a serious problem in central and eastern North Carolina. In these counties, more than 750,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life. Website available in Spanish and English: foodbankcenc.org.

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