



NEWS RELEASE

FOR IMMEDIATE RELEASE

June 4, 2010

Food Bank Summer Food and Funds Drive to Feature BBQ and Blues in Durham

'In North Carolina, barbecue is a noun, not a verb' says NC Pork Council

RALEIGH - In 2008, the Food Bank of Central & Eastern North Carolina launched a food and funds drive called **Kids Summer Stock**. **Kids Summer Stock** has provided a combined total of 3 million meals to children and their families over the past two summers. The 2010 Kids Summer Stock Food and Funds Campaign kicked off at the main warehouse on Tarheel Drive in Raleigh on Thursday, June 3. With a line up of events scheduled for the entire month of June at each of its branches, the next Kids Summer Stock event in the Triangle, called Blues, Brews and Ques, will take place on Saturday, June 5 at the Historic Durham Athletic Park. The NC Pork Council is a major sponsor of the event with nearly 20 cooks on hand cooking and preparing whole hog barbecue. Admission is just \$5 with children under 12 admitted for free.

THE QUES

This event is a NC Pork Council sanctioned cook off with the barbecue being judged by certified judges on the morning of June 5th at 8:30 am. As a sanctioned event, the winner will qualify to compete in the state championship in September. Several of the cooks for the Blues, Brews and Ques event are past state champions or competitors.

"This will be one of only a handful of whole hog barbecue contests that are held in the Triangle," said Ann Edmondson, Director of Marketing and Communications for the NC Pork Council.

"North Carolina is the 'Home of Pork Barbecue'," said Edmondson. "In North Carolina, we say barbecue is a noun, not a verb!"

North Carolina is the second highest pork producing state in the country, contributing \$9 billion dollars to the state's economy and providing 46,000 jobs. "North Carolina's pork producers are proud to support the Food Bank by helping with the barbecue contest," said Edmondson. "We believe 'our families feed your families' and this weekend we can all see that put into practice."

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THE BLUES

Fantastic music provided by five local blues bands.

12:00 PM WILL MCFARLANE & ARMAND LENCHEK & FRIENDS
2:00 PM JO GORE & THE ALTERNATIVE
3:40 PM ROOTZIE
5:20 PM HELL CAMINO
7:00 PM MEL MELTON & THE WICKED MOJOS

Brews to include brewed tea, sodas and beverages from local breweries. Hotdogs are also on the menu for a total family-friendly event.

More than 250,000 children across the Food Bank of Central & Eastern North Carolina's 34-county service area who currently have access to the free and reduced meal program at school will soon be on summer break. This creates a deficit of millions of meals that are not available for these children.

Donations of nonperishable food items or funds are encouraged at all events.

Additional Kids Summer Stock events will be held in Southern Pines on Friday, June 4; in Cary on June 12; in Wilmington on June 19 and in Greenville on Father's Day, June 20.

Go to www.foodbankcenc.org for complete details on each event to determine the Kids Summer Stock event that you and your family will attend!

PHOTO OPPORTUNITIES:

- ***Before doors open***
 - Judging for whole hog BBQ contest will take place at 8:30am [Live shot opportunity]
 - NC Pork Council Spokesperson and cooks available for interviews
- ***After doors open at 11:30am***
 - Individual bands available for interviews before and after performances

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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 provides food for people at risk of hunger in 34 counties in central and eastern North Carolina through warehouses in Durham, Greenville, Raleigh, Southern Pines and Wilmington. The Food Bank serves a network of nearly 800 partner agencies such as soup kitchens, food pantries, shelters, and programs for children and adults. In fiscal year 2008-2009, the Food Bank distributed nearly 37 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 500,000 individuals struggle each day to provide enough food for their families. www.foodbankcenc.org.

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About NCPC: *The North Carolina Pork Council (NCPC) is the statewide advocacy organization that was chartered in 1962 to support producer and allied industry partners within the North Carolina pork industry. Today, the pork industry provides over 46,000 full time jobs and \$9 billion to North Carolina's economy. Representing 2,300 farms, NCPC is both a center of knowledge for pork producers and an advocate for professionalism and high social, ethical, and environmental standards in the pork industry. NCPC provides access to meaningful educational programs and services and leadership in public and industry affairs.*

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