



## **Help Feed The Hungry At The 2008 Carolinas' Thanksgiving Day Parade**

**CHARLOTTE, NC – November 17, 2008** – Second Harvest Food Bank of Metrolina will collect canned goods and non-perishable items during the 61<sup>st</sup> Annual Carolinas' Thanksgiving Day Parade. Food collection points will be set up at 4<sup>th</sup> and Tryon Street and 6<sup>th</sup> and Tryon Street. Monetary donations also will be accepted at the collection points which will be open from 9:00 AM until completion of the parade.

"Think of the impact if every parade viewer brought and donated just a single can of food. Based on past years' attendance, we could collect more than 100,000 canned goods," says Donna Ragan of Second Harvest. "Cash donations also are accepted. Just \$1 equals four meals for people in need, and nearly 14 percent of the people in our service area – that includes 160,000 seniors and children - live below the poverty level today. So, you can see the need is great."

Second Harvest and Food Lion also are sponsoring the Bountiful Holiday float, which makes its inaugural parade appearance in 2008.

Second Harvest Food Bank of Metrolina serves 19 counties in North and South Carolina. In FY2007-2008, Second Harvest distributed nearly 25 million pounds of food and essential grocery items to approximately 650 hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low income daycares.

### **About Us**

The Carolinas' Thanksgiving Day Parade has evolved over more than six decades as a regional tradition and highlight of the Holiday Season. Founded in 1947 by four local businessmen to attract holiday shoppers to uptown Charlotte, the Thanksgiving week events have become so much more. The Parade and its ancillary events are produced by Carolinas' Carrousel, Inc., an independent, volunteer, non-profit, charitable organization. Carolinas' Carrousel is committed to enhancing regional area's community life through quality family oriented entertainment. The Parade officially announces and celebrates the beginning of the Holiday Season. In addition, it promotes excellence through awards to area high school students and marching bands. The Carolinas' Carrousel also exists to offer business, industry, and the local citizenry the opportunity of participating in showcasing the region and encouraging academic excellence in the future leaders of the area.

# # # #