

**SECOND
HARVEST
FOOD BANK
OF METROLINA**

Together We CAN End Hunger

Media Alert



MEDIA ALERT

- WHAT:** **Players and Coaches** in this weekend's Powerade Blazing 7 on 7 Tournament and Coca-Cola Consolidated Team teammates participate in Backpacking Event for Hungry Children in the Metrolina Region
- WHO:** **Coca-Cola Consolidated teammates, Powerade Blazing 7 on 7 Tournament Athletes and Coaches, and Second Harvest Food Bank of Metrolina**
- WHEN:** **Thursday, July 12th from 2:00 pm to 3:30 pm**
- WHERE:** **Second Harvest Food Bank of Metrolina**
500-B Spratt Street, Charlotte, NC 28206
- CONTACT:** Donna Ragan, SHFBM Marketing & Communications Manager
704.805.1724 or dragan@secondharvest.org

On Thursday, July 12th from 2:00 pm to 3:30 pm, high school athletes and coaches from 18 states participating in this weekend's Powerade Blazing 7 on 7 Tournament and Coca-Cola Consolidated teammates will be onsite at Second Harvest Food Bank of Metrolina to participate in a volunteer event. Their afternoon will be spent putting together backpacks for children in need this summer. **Their goal – to complete 1,300 backs that afternoon.** The food in the backpacks was donated by Coca-Cola Consolidated and Food Lion, the official Grocery sponsor of the tournament, through its Food Lion Feeds hunger relief initiative.

With over 527,000 people living in poverty, including over 188,000 children, Second Harvest Food Bank of Metrolina's Backpack program is an integral part of their Child Hunger programming and it is desperately needed during the summer months when school is out. The backpack program provides a backpack full of nutritious, ready to eat or easy to prepare food that is sent home on weekends and holidays when school meals are not available. Annually Second Harvest provides approximately 175,000 backpacks to children in need throughout their 19 county service region. Knowing that the need is great for children in the Metrolina area, Food Lion and Coca-Cola Consolidated reached out and are eager to make a difference – they know that **together we CAN end hunger.**

Photo opportunities are available along with interviews with Coca-Cola Consolidated representatives. Learn more about the Powerade 7 on 7 Tournament [here](#).

About Second Harvest Food Bank of Metrolina

As part of Feeding America, Second Harvest Food Bank of Metrolina serves 19 counties in North and South Carolina. In FY2016-2017, Second Harvest Food Bank of Metrolina distributed over 54 million pounds of food and household items to over 700 hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low-income daycares.

SFBM on Facebook: <https://www.facebook.com/SFIBM/ww>

SFIBM on Twitter: <https://twitter.com/shmetrolina>

SFIBM on Instagram: <https://www.instagram.com/secondharvestmetrolina/>

About Coca-Cola Bottling Co. Consolidated

Coke Consolidated is the largest Coca-Cola bottler in the United States. Our Purpose is to honor God, serve others, pursue excellence and grow profitably. For more than 116 years, we have been deeply committed to the consumers, customers, and communities we serve and passionate about the broad portfolio of beverages and services we offer. We make, sell, and deliver beverages of The Coca-Cola Company and other partner companies in more than 300 brands and flavors to 65 million consumers in territories spanning 14 states and the District of Columbia.

Headquartered in Charlotte, N.C., Coke Consolidated is traded on the NASDAQ under the symbol COKE. More information about the company is available at www.cokeconsolidated.com. Follow Coke Consolidated on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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