



News Release



For Immediate Release

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Sort-A-Rama Brings 800+ Volunteers Together to Repackage 200,000 Pounds of Bulk Food to Help Feed Hungry Children and Families This Summer

Presenting Partners Food Lion Feeds, Atrium Health, Blue Cross and Blue Shield of North Carolina, and TIAA – along with Major Partner MapAnything, Supporting Partners Lending Tree and Jackrabbit Technologies on site May 24th at the Charlotte Convention Center to Help Feed Those in Need

(CHARLOTTE, NC) – May 20th, 2019 – On May 23rd at 9:00 am, Second Harvest Food Bank of Metrolina will host their 4th Annual Sort-A-Rama, a half-day of volunteer service jam-packed with energy, networking and teambuilding. Through company event sponsorships, Sort-A-Rama offers employees and customers a fun, meaningful opportunity to combine volunteerism with employee engagement and customer relations by bagging food for distribution across the Food Bank’s 19 county service area. To accomplish this, **over 800 volunteers** from Presenting Partners **Food Lion Feeds, Atrium Health, Blue Cross and Blue Shield of North Carolina, and TIAA**, Major Partner – **MapAnything**, and Supporting Partners **Lending Tree and Jackrabbit Technologies** will gather at the **Charlotte Convention Center** to spend the morning sorting and packing meals. Longtime partner, **Ferguson Box** donated all of the boxes being utilized at the event.

Second Harvest Food Bank of Metrolina’s goal is to **pack 200,000 pounds of bulk food** (brown rice, pinto and black beans) to be used to fight hunger during the summer months. Sadly, no school meals mean no breakfast and lunch for thousands of children when they are out of school in the summer. With school meals not available, families turn to the Food Bank and its partner agencies for the extra food. With summer bringing lower donations of both food and funds, Sort-A-Rama shines a light on an important time to help kids and families.

Without the support and partnership of the Food Bank’s 2019 Sort-A-Rama Sponsors, this event would not take place. We thank each of them for their continued support and look forward to this great volunteer / teambuilding event.

“This is Food Lion's largest volunteer event, and we look forward to this day every year to benefit the food banks, feeding agencies and hungry families in those communities,” said Scott Libbey, Divisional Vice President for Food Lion’s Central Division. “As part of the Charlotte effort, Food Lion associates will help donate more than 200,000 pounds of food for our neighbors in need, and Food Lion could not be prouder to be a part of this effort. At Food Lion, we're passionate about helping to end hunger, and just love partnering with Kay and her team year-round, and our fellow corporate partners, to help end hunger in the towns and cities we serve each and every day.”

“TIAA is proud to have the opportunity to participate in Sort-A-Rama again and applauds the Second Harvest Food Bank of Metrolina’s efforts to continue to grow this critically important community service event,” said Jon Dimalanta, SHFBM Board Member and TIAA Senior Vice President. “More than 250 TIAA colleagues are excited to work with the food bank and other members of the community during this event, which again will represent our largest one-day volunteer gathering of the year.”

Families turn to SHMETROLINA and partner soup kitchens and emergency food pantries during the summer to fill meal gaps when breakfast and lunch meals at school are no longer available. Partner agencies become flooded with requests from those in need during this time. For food banks like Second Harvest, summer is usually a time when both food and financial donations are low. Sort-A-Rama and other late spring and summer food and fund drives help bring awareness to the need during this time. The event is also held in several other cities in North Carolina.

“Sort-A-Rama is a wonderful event to kick off the **‘School’s Out But Hunger Never Takes a Vacation’** campaign”, says Kay Carter, CEO of Second Harvest Food Bank of Metrolina. “In the 19 counties we serve, over half of the children attending school receive free-reduced lunch. This is indicative of how great the need is during the summer and how we need help to meet this need.”

North Carolina has one of the highest percentages in the United States of children under the age of 18 at risk of hunger. One in four children in North Carolina are at risk of hunger. In the Metrolina region, there are over 188,000 children at risk of hunger.

“Atrium Health is proud to sponsor the Second Harvest Foodbank of Metrolina as our Mission of Health, Hope and Healing, for All includes improving food access and security for our communities. We are increasingly aware of the link between food security and health. Not all treatments are medical and our partnership with Second Harvest Food Bank of Metrolina moves our community closer to realizing For All.”

“Blue Cross and Blue Shield of North Carolina recognizes how important and beneficial it is for kids and families to have healthy and nutritious meals every day,” said Reagan Greene Pruitt, Vice President of Integrated Marketing & Community Engagement. . It’s heartbreaking that some people have to wonder where their next meal is coming from or if they’ll even have anything to eat at all. Blue Cross NC is determined to do its part in working towards eliminating food insecurity.”

“MapAnything is a longtime supporter of the Second Harvest Food Bank of Metrolina and are very excited to participate in the Sort-A-Rama for the second consecutive year. Summer is typically a time for family, relaxation and vacations but for those less fortune is a time of uncertainty and scarcity. We’re excited to provide what help we can for those in need.”

"LendingTree is deeply committed to making a difference in the community that has always been our home," said Colleen Forness, Executive Director of the LendingTree Foundation. "Mecklenburg County's food insecurity rate is 16.4%, which is higher than the national average. Children who grow up without access to enough healthy food can experience significant impacts to their health throughout their lives. Parents should not have to choose between feeding their families or paying their rent and utility bills. LendingTree is proud to be part of Sort-A-Rama this year to partner with Second Harvest in their amazing efforts to help support thousands of children and their families over the summer when school lunch programs are not available."

"Jackrabbit believes in helping its clients operate with excellence by providing them with efficient software. We also believe in helping our community nurture its members in the best possible ways by providing hands-on and financial support. Our team is proud to be part of Second Harvest Food Bank of Metrolina's Sort-A-Rama," noted Mark Mahoney, CEO – Jackrabbit Technologies.

Individuals and organizations who are interested in helping to stop summer hunger can visit SecondHarvestMetrolina.org to donate or learn how to get involved. **Click [here](#) to view photos from last year's event.** For additional information, please contact Donna Ragan, SHMETROLINA Marketing & Communications Manager at 704.572.1812 or dragan@secondharvest.org.

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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 FY2018-2019, Second Harvest Food Bank of Metrolina distributed almost 55 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.

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