



For Immediate Release

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SECOND HARVEST FOOD BANK OF METROLINA ANNOUNCES 40TH BIRTHDAY CELEBRATION & CAMPAIGN

Celebration Activities Kicking off September 1, the First Day of Hunger Action Month

(Charlotte, NC) – August 23, 2021 – In September 1981, Second Harvest Food Bank of Metrolina opened its doors in Charlotte. 40 years later, hunger is at an all-time high due to the COVID-19 pandemic. There has been a significant increase in requests for food since COVID-19 began in March of 2020.

September, also Hunger Action Month, marks the 40th year of operation for the Food Bank, headquartered at 500-B Spratt Street near Uptown. Since its inception, the food bank has evolved from providing shelf-stable, nonperishable food items, to distributing more than 65 million pounds of fresh produce, meat, and dairy from March 2020 to June 2021. In the past 16 months, the Food Bank has distributed over 110 million pounds of food. Today, Second Harvest has a network of more than 800 partner agencies (food pantries, homeless shelters, soup kitchens, day cares and senior centers) and branch locations in Anderson, SC, Spartanburg, SC, Hickory, NC, and Salisbury, NC.

On September 1st, the Food Bank celebrates 40 years of service to our region with a 2-month birthday celebration and campaign to raise funds, food, volunteerism, and awareness. "Birthdays are unique moments in an organization's life, pauses that encourage reflection on what has come before and excitement for all that lies ahead," says Kay Carter, CEO of Second Harvest Food Bank of Metrolina. "For 40 years, Second Harvest has distributed food to those in need in our community and we look forward to strengthening that legacy for many years to come."

From September 1st to November 1st, the Food Bank will be hosting a variety of celebration activities that corporations, civic clubs, church groups, sororities, fraternities, and individuals can sign-up for to help feed those in need. These opportunities include:

- **40 Fund and/or Food Drives** - We are looking for 40 companies or groups to host fund and/or food drives. Each group will be provided with commemorative Food Bank 40th Birthday supplies and marketing materials.
- **40 Volunteer Group Projects** – We are hosting 40 volunteer projects in 40 days (Sept. 1-Nov.1). These projects will be held in a private space for your participants and include LOTS of birthday treats! This is a fundraising opportunity and the chance to be a part of this once-in-a-lifetime celebration!
- **Monthly Donor Challenge** - Become a monthly donor and make an ongoing impact. Our goal – 400 new recurring donors in 40 days!

Visit secondharvestmetrolinaBIG40.org to join the celebration!

For more information on the 40th Birthday Celebration, please contact Donna Ragan, Marketing & Communications Manager at dragan@secondharvest.org or 704.805.1724.

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About Second Harvest Food Bank of Metrolina

As part of Feeding America, Second Harvest Food Bank of Metrolina serves 24 counties in North and South Carolina. In FY2020-2021, Second Harvest Food Bank of Metrolina distributed over 80 million pounds of food and household items to over 800 hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low-income daycares. Follow the Food Bank on: [Facebook](#), [Twitter](#), [Instagram](#), [Linkedin](#), [YouTube](#).