

THE SALVATION ARMY • EASTERN NC

The Salvation Army, North & South Carolina
Division, 501 Archdale Drive, Charlotte, NC

For Immediate Release:

Tuesday, November 22, 2011

For More Information:

Gary Melchiorre

Regional Resource Development Director

(919) 949-3802

gary.melchiorre@uss.salvationarmy.org /

Amanda Stewart

Director of Operations, Greenville Corps

252-717-0278

Mandi_9_20@yahoo.com

Suddenlink Partners With The Salvation Army to Launch Christmas 2011 Food Drive; Eastern NC Communities Urged to Support Drive With Canned Food Donations, Financial Gifts

GREENVILLE, NC – For the second year in a row, Suddenlink Communications is teaming with The Salvation Army to encourage residents and businesses in Eastern North Carolina to help feed families and individuals in need through their **Second Annual Christmas Food Drive**. The Food Drive was begun by both organizations in 2010 when donations of canned food generated 825 food boxes that fed 825 families composed of approximately 3,300 children and adults.

Local residents and the local business community in the Five Salvation Army-Suddenlink service areas sponsoring the Food Drive can make canned food donations during the four-week period beginning Friday, November 25 and ending Friday, December 23, 2011. In addition, businesses can support the Food Drive through a cash contribution in lieu of canned food donations by sending their cash gifts by mail to their local Salvation Army Corps (*check made payable to Salvation Army-Suddenlink Food Drive. Please see listing of Corps mailing addresses at end of this news release*).

The goal for this year's Food Drive is to collect and distribute 1,000 Food Boxes to needy families and individuals. It is estimated that 1,000 food boxes made up of canned food donations will feed approximately 4,000 people this Christmas who are served by the five Salvation Army Corps participating in the Food Drive.

Salvation Army Corps in *Greenville, Kinston New Bern, Rocky Mount, and Washington* have put together an expanded network of food bin display sites that will be the centerpiece of this year's Food Drive. Customers of local grocery stores, retail chains and fast food restaurants, and employees at various local workplaces will be encouraged to make donations of canned, non-perishable foods. The Salvation Army-Suddenlink 2011 Food Drive will take place in a 13-county area stretching from the I-95 Corridor to the Inner Banks. In addition, Food Drive bins will be located in five Suddenlink customer service locations to allow the company's subscribers and customers--and the general public--to donate canned food to this year's Food Drive. Suddenlink Communications is the nation's seventh largest cable operator. The company employs nearly 350 people in Eastern NC and has more than 94,000 customers in its North Carolina service area.

"The Salvation Army will do its best to be there for the growing number of adults and children who will visit their local Corps for feeding assistance this Christmas and into 2012," said Greenville Salvation Army Captain *John Sikes*. "We are fortunate to have a corporate partner such as Suddenlink, added Captain Sikes. Their (*Suddenlink*) help is vital if we are to generate enough nourishing food for the thousands of people served by our five Corps who face unemployment, health issues and other personal challenges."

According to Nancy Fisher, Community Liaison for the Salvation Army's New Bern Corps, 790 families registered for Christmas feeding assistance this year. That number included 181 families--or about 623 individuals-- who are first time clients, Fisher said.

“We know there is a serious need, and Suddenlink employees are committed to helping meet that need again this year in the communities we serve throughout North Carolina, said Suddenlink North Carolina Senior Vice President *Phil Ahlschlager*, “We urge our neighbors and business partners in the community to help us meet that need by bringing food donations to our customer retail locations, Salvation Army locations and any other drop-off points.”

Television promotion of the food drive will begin November 25 on Suddenlink’s cable television networks. The commercial will feature well known television personality and sportscaster *Jeff Charles* who serves as the football and baseball radio voice of East Carolina University. The 30-second television commercial was produced by *Eric Loy*, owner of the Greenville-based, advertising-public relations agency, *Marketing-Matters*. The commercial portrays the reality of hundreds of families in Eastern North Carolina that will be receiving Christmas assistance from their local Salvation Army Corps.

This year’s Christmas Food Drive will also be supported by a 30-second radio message from Suddenlink’s *Philip Ahlschlager*. *The message* will air on Pirate Radio 1250 and 930 plus 103.7FM WTIB which are serving as the Food Drive’s Radio Sponsors. For a complete listing of Food Drive Food drop- off sites, please contact your local Salvation Army Food Drive Sponsor, or note the Food Bin site listing at the conclusion of the 30-second television commercial.

Mission Statement--The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

Local Salvation Army Corps Food Drive Contacts:

Greenville Corps: *Captain John Sikes*
Amanda Stewart, Operations Manager Phone: 252-756-3388
2337 Dickinson Ave., Corps Phone: 252-756-3388

Kinston Corps: *Major Robin Starr*
210 North Queen St., Corps Phone: 252-523-5175

New Bern Corps: *New Corps Officers to be assigned January 2012*
Nancy Fisher, Corps Liaison
1402 Rhem Ave., Corps Phone: 252-637-2277

Rocky Mount Corps: *Captain Mark Hunter*
420 Paul St., Corps Phone: 252-446-4496

Washington Corps: *Lt. Chris Lyles*
112 East Seventh St., Corps Phone: 252-946-2523

Food Drop-Off Sites For Salvation Army-Suddenlink
2011 Christmas Food Drive

Greenville

*Chick-Fil-A (3 locations)

--3020 Evans St.

--3483 Evans St., Suite D

--714 Greenville Blvd., SE

*Peppermints Frozen Yogurt

3701 Charles Blvd.

*Suddenlink Office

2120 West Arlington Blvd.

*Walmart

210 Greenville Blvd., SW

*Ward and Smith P A

120 West Fire Tower Road

Kinston

*Salvation Army Kinston Corps

2110 North Queen St.

*Suddenlink Office

1200 West New Bern Road

Rocky Mount

*Piggly Wiggly (3 locations)

--418 West Thomas St.

--940 Raleigh Road

--2030 North Main St., *Tarboro*

*Suddenlink Office

1509 West Mount Drive

**Food Drop-Off Sites For Salvation Army-Suddenlink
2011 Christmas Food Drive--continued**

New Bern

*Food Lion (3 locations)

--121 Bridge Town Blvd.

--3301 M. L. King Jr. Blvd.

--935 U.S. Highway 70 East

*Piggly Wiggly (2 locations)

--1208 Simmons St.

--1415 Tatum Drive

*Suddenlink Office

2907 Brunswick Ave.

Washington

*Piggly Wiggly (2 locations)

--851 Washington Square Mall

--626 River Road

*Suddenlink Office

910 Hackney Avenue