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FEED THE CHILDREN CARAVAN TO HELP 400 ROCKY MOUNT AREA FAMILIES

ROCKY MOUNT, N.C. (July 21, 2010) – Feed The Children will bring a semi tractor-trailer full of food and essentials to help 400 Rocky Mount-area families on Wednesday, July 28. The boxes will be distributed to families at 5 p.m. at New Destiny Outreach Ministry (990 Cox Avenue).

The distribution is the latest stop on Feed The Children's Americans Feeding Americans Caravan, which has helped more than 115,000 families across the country in cities that have been affected by the nation's economic downturn. An additional 100,000 families across the nation are targeted to receive assistance by the end of this year.

One in three Edgecombe County children is considered impoverished. 4,900 of the 13,960 children in Rocky Mount live below the poverty line.

Feed The Children partner agency, New Destiny Outreach Ministry, has identified the recipient families and will help distribute the boxes. Each family will receive a 25-pound box of food, a 10-pound box of personal care items and a box of Avon products. The boxes are designed to help a family for up to one week.

"The Americans Feeding Americans project is geared toward families who are suffering during this economic downturn," said Tony Sellars, spokesperson for Feed The Children. "A lot of these people for the first time in their lives have not been able to provide for their families. We appreciate New Destiny Outreach Ministry for helping helped make this distribution in Rocky Mount possible."

To see the impact of Feed The Children's Americans Feeding Americans Caravan in your area visit www.AmericansFeedingAmericans.org .

About Feed The Children

Founded in 1979, Feed The Children is consistently ranked as one of the 10 largest international charities in the U.S., based on private, non-government support. Feed The Children is a Christian, international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, war, poverty or natural disasters. In FY 2009, Feed The Children distributed more than 112 million pounds of food and other essentials to children and their families in all 50 states and internationally. Since its founding, the organization has reached out to help those in need in 119 countries around the globe. For more information, please visit www.feedthechildren.org .

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