

For Immediate Release
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For more information, contact:
Linda Hutson @ 318.445.2773

Annual Christmas Cheer Food Drive Underway

KALB-TV NBC/CBS2, the Food Bank of Central Louisiana, and the Tunica Biloxi Indians of Louisiana is teaming up with local schools for the annual Christmas Cheer food drive to benefit needy families in Central Louisiana. Schools in Avoyelles, Natchitoches, and Rapides Parishes are collecting canned goods and non-perishable food items to donate for the drive.

The Food Bank of Central Louisiana will hold a “weigh-in” to determine which schools collected the most food. The “weigh-ins” are scheduled for December 7 in Natchitoches Parish, December 8 in Avoyelles Parish, and December 9 in Rapides Parish. The Food Bank will hold the Christmas Cheer sort day on December 10 from 8 a.m. – 3 p.m. Volunteers are needed to help sort the food collected from the drive.

KALB-TV NBC/CBS2, in conjunction with the Tunica Biloxi Indians of Louisiana, will award prize money to the top school in each parish.

The 2010 campaign produced 81,116 pounds of food, which provides enough food for more than 62,880 meals.

“We are grateful for the partnership we have with KALB-TV and the Tunica Biloxi Indians, and for the hard work of the students, teachers, and administration of the local schools on behalf of needy families here in central Louisiana,” said Jayne Wright-Velez, executive director of the Food Bank of Central Louisiana.

The Food Bank of Central Louisiana is a non-profit organization whose mission is to alleviate hunger in central Louisiana. The Food Bank distributes food and grocery products to needy families through a network of approved charitable agencies in the following eleven parishes: Allen, Avoyelles, Catahoula, Concordia, Grant, LaSalle, Natchitoches, Rapides, Sabine, Vernon and Winn.

For more information about the Christmas Cheer food drive or about volunteering, contact the Food Bank of Central Louisiana at 318-445-2773.

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