



**FOR IMMEDIATE RELEASE**

**MIX 101.5 RAISES OVER \$105,000 DURING BACKPACK BUDDIES FOOD DRIVE**

Raleigh, NC – MIX 101.5 WRAL-FM raised a record-setting \$105,000 during its annual Backpack Buddies Food Drive on Wednesday, August 21, to help the Inter-Faith Food Shuttle. In addition to the monetary donations; more than four tons of food were collected.

Mike Chase and Lynda Loveland from *The MIX Morning Show* kicked off the all-day event encouraging MIX 101.5 listeners to donate food, new backpacks or monetary contributions at one of the two broadcast locations: Crabtree Valley Mall in Raleigh and Crossroads Plaza in Cary. Listeners could also donate online at [wralfm.com](http://wralfm.com).

“The Backpack Buddies Food Drive has become one of the MIX 101.5 staff’s favorite community outreach projects and I think the amazing out pouring of food and money from our listeners proves how powerful the message can be when delivered with sincerity and commitment,” says Ardie Gregory, general manager of MIX 101.5. “To our staff and our listeners I say THANK YOU!”

Over 119,000 children in a seven county region rely on free or reduced lunches during the school year. The Backpack Buddies Program is designed to meet the needs of these children when other resources are not available by providing backpacks filled with enough food for six healthy meals and two healthy snacks that children take home on the weekend. The empty backpacks are collected after the weekend and refilled for the next weekend’s use.

“We witnessed so many acts of incredible generosity; little children so excited to put their allowance money in our fishbowl, several generous souls who brought carloads of backpacks and food, our long-time sponsors and corporate partners who support this effort year after year stepping up once more for the children in our region.” Jill Staton Bullard, CEO and co-founder of the Inter-Faith Food Shuttle, continued, ‘And as if that were not enough evidence of caring, the donations are continuing to pour in today!’”

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*Inter-Faith Food Shuttle is a hunger relief organization that feeds people, teaches skills for self sufficiency, and grows access to local food for communities in need. Using multiple community-based strategies such as keeping good food out of the landfill, distributing Backpack Buddies, teaching nutrition, setting up neighborhood mobile markets, training culinary skills, and demonstrating how to grow food, we go directly to people in need and create what works to empower them. We feed. We teach. We grow...to create a hunger-free and healthy community. [www.FoodShuttle.org](http://www.FoodShuttle.org)*

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