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PRESS RELEASE

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WCQR and Second Harvest Food Bank of Northeast Tennessee Announce the 2024 Project Thanksgiving Kickoff

Second Harvest Food Bank of Northeast Tennessee and WCQR are officially kicking off the 2024 donation campaign for Project Thanksgiving on October 31, 2024 leading up to the Radiothon on Thursday, November 7. Project Thanksgiving is in its 16th year and provides a Thanksgiving meal for families and individuals in need throughout the Food Bank's eight-county service region who may not otherwise have a holiday meal on their table. This year's goal is to provide 7,000 Thanksgiving meal boxes to our neighbors in need in Northeast Tennessee. Donations can be made by credit card at projectthanksgiving.org or netfoodbank.org.

The WCQR Radiothon on November 7, 2024 will run from 6 a.m. to 6 p.m. During the Radiothon, WCQR will encourage listeners to donate to Second Harvest and share stories of hope from past recipients of Project Thanksgiving. Listeners will be able to call WCQR at 888-477-5676 to donate or listeners can go directly to projectthanksgiving.org or netfoodbank.org to give to Project Thanksgiving. A \$25 donation will sponsor a Thanksgiving meal box, complete with turkey, for a family.

"WCQR has been part of Project Thanksgiving, to help neighbors in need, since we began this giving tradition 16 years ago," says Rhonda Chafin, Executive Director of Second Harvest Food Bank of NE Tennessee. "Providing a healthy, nutritious dinner for so many that are in need would not be possible without WCQR and our generous community in Northeast Tennessee."

"It is our honor to partner with Second Harvest of Northeast Tennessee for 16 years on Project Thanksgiving," said Adam McCain, WCQR General Manager. "This partnership helps ensure that no one goes hungry, especially at Thanksgiving. It is always incredible to see how our community comes together to care for one another."

To learn more about Project Thanksgiving or for more information about Second Harvest Food Bank of Northeast Tennessee, please visit us on Social Media or visit our website: www.netfoodbank.org. If you are interested in receiving a Project Thanksgiving food box, please contact the receptionist at Second Harvest Food Bank by calling 423-279-0430; you will be connected to one of Second Harvest's food pantry partners that will be distributing the food boxes in your community.

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Second Harvest Food Bank of Northeast Tennessee's (SHFBNT) mission is to feed the hungry in Northeast Tennessee by securing donations of food from national and local manufacturers, grocers, and individuals and redistribute them to partner food pantries. Additionally, SHFBNT

programs provide hunger relief services for an average of 46,000 food-insecure individuals per month in Carter, Greene, Hancock, Hawkins, Johnson, Sullivan, Washington, and Unicoi Counties. SHFBNT is a 501©3 organization located in Kingsport, Tennessee and is a member of Feeding America, the Nation's largest Food Bank network. Website: www.Netfoodbank.org.