

For immediate release

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**HABITAT HOME STORE TO HOST FOOD DRIVE
SATURDAY, APRIL 10 ~ 10am - 4pm**

ASHEVILLE, N.C. (April 1, 2010) – The Habitat Home Store at 30 Meadow Road will host a one-day food drive for MANNA FoodBank on **Saturday, April 10 from 10am-4pm**. Customers who bring 5 cans of food will receive a 20% discount on purchases made *that day*. Home Store proceeds support Asheville Area Habitat’s homebuilding program.

Lack of safe, decent and affordable housing and hunger are both conditions of poverty. Every day, Asheville Area Habitat for Humanity and MANNA FoodBank work to eradicate poverty housing and hunger, respectively. The April 10 food drive provides community residents the opportunity to support both of these non-profit organizations.

With the one-day 20% discount incentive, the Home Store hopes to collect 800 pounds of food for MANNA. In 2009, the same event collected 793 pounds of food - enough for 661 meals.

While the economic slowdown hasn’t significantly impacted Habitat’s program, it has substantially increased the demand for MANNA’s services. “With demand for food and food assistance programs at an all-time high, there is no better time than now to get involved. We are pleased to help MANNA increase their inventory and serve more needy WNC families,” says Scott Stetson, Assistant Manager of the Habitat Home Store.

About the Habitat Home Store

Asheville Area Habitat for Humanity has operated the Home Store since 1990. Annual proceeds cover all administrative and fundraising costs, builds one complete Habitat house, and pays the foundations of 17 Habitat houses in Buncombe County. With the help of sustainable funding from the Home Store, Asheville Area Habitat has welcomed 200 families home since 1983. *HealthyBuilt*-certified Habitat houses are sold at no-profit to partner families, who pay back a no-interest loan.

About MANNA FoodBank

MANNA FoodBank is a private, not-for-profit service organization, founded in 1982, that links the food industry with 315 partner agencies in 16 counties of WNC. MANNA FoodBank is a registered 501©(3) nonprofit organization that collects, stores, warehouses and distributes food to MANNA accredited non profits throughout 16 counties in Western North Carolina. MANNA provides direct service on a very limited basis to those struggling with hunger through our *BackPack Program* and *Food Stamp Outreach*. MANNA assists partner agencies with acquiring food to serve those facing hunger.

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