



NEWS RELEASE

For Immediate Release

January 14, 2021

Media Contact: Barry Saunders

Phone: 919-656-4365

Email: barry.saunders@nccaa.net

NCCAA to sponsor drive-through distribution event at PNC Arena

'The Big Pop Up' to aid up to 1,000 families

RALEIGH (January 14, 2021)—North Carolina families struggling financially from the effects of the pandemic can get some relief by simply pulling up to the PNC Arena, popping their trunks and letting volunteers from the North Carolina Community Action Association (NCCAA) do the rest.

On Jan. 26 from 10 a.m. to 2 p.m., volunteers at *The Big Pop Up* will place household goods, baby supplies and food items, among other products, in car trunks and on truck beds of as many as 1,000 families that are struggling to meet basic needs. The Big Pop Up, sponsored by NCCAA, is open to the public on a first-come, first-served basis. The contactless drive-through distribution event will require participants to safely remain in their vehicles, and as they drive through various stations, volunteers will place supplies inside car trunks or on truck beds.

“While the pandemic has taken a toll on virtually everyone, NCCAA is grateful to offer support to some of our most vulnerable families,” said NCCAA Executive Director Sharon C. Goodson. “NCCAA has a long history of supporting people in need. Families are really hurting and have endured numerous unforeseen challenges because of the pandemic. It is our hope that this event will provide some measure of relief to those most impacted.”

Goodson said the event would not be possible without the generous support of sponsors, which include PNC Arena, Duke Energy, PNC Bank, Carolina Complete Health, Blue Cross Blue Shield, AmeriHealth Caritas, Northwest Woolen Mills, WRAL-FM, the Community Success Initiative, Good360, the Office of Economic Opportunity, and the Food Bank of Central & Eastern North Carolina.

NCCAA is seeking additional volunteers to assist with the event. Numerous time slots and activities are available. Individuals wishing to volunteer must register through Activate Good (activategood.org/nonprofit/211.)

In addition, to help ensure the success of the event, NCCAA is continuing to accept in-kind and monetary donations from local businesses. For information on how your business can help, please contact NCCAA at 919-790-5757.

—MORE—

Page 2—NCCAA to Sponsor the Big Pop Up

The Jan. 26 event is scheduled to be the first of four drive-through distribution events sponsored by NCCAA. Similar events are being planned for later this year to benefit residents in the Statesville, Edenton and Waynesville areas.

#

About the North Carolina Community Action Association

The North Carolina Community Action Association is a member organization providing North Carolina's community action agencies with the resources to help improve living conditions and deliver opportunities to the state's most vulnerable families. Founded in 1965, we offer technical assistance, training and other resources to aid our members in fighting poverty. To learn more about NCCAA and its services, please visit www.nccaa.net
