



## FOR IMMEDIATE RELEASE

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**Media Contact:** Yvette Ruffin, APR, Chief Communications Officer  
North Carolina Community Action Association  
Office: 919-790-5757  
Mobile: 919-673-3340  
Email: [yvette.ruffin@nccaa.net](mailto:yvette.ruffin@nccaa.net)

### **Charlotte Area Fund to host free mass food, supply, and information distribution event**

*'The Big Pop Up™' to aid up to 2,000 local families*

RALEIGH (July 9, 2021)—Charlotte area families still reeling financially from the effects of the pandemic can get some relief by simply pulling up to the Park Expo and Conference Center, 800 Briar Creek Road, Charlotte, popping their trunks and letting volunteers from the Charlotte Area Fund and other community organizations do the rest.

On **Thursday, July 29, 2021, from 10 a.m. to 2 p.m.**, volunteers at *The Big Pop Up™* will place household goods, personal items, and food supplies, among other products, in car trunks and on truck beds of up to 2,000 local families. *The Big Pop Up*, sponsored by the North Carolina Community Action Association and hosted by Charlotte Area Fund, Inc., is open to the public at no cost on a first come, first-served basis. The contactless drive-through distribution event requires participants to safely remain in their vehicles and drive through various stations to collect the supplies.

“As the country opens up after 15 months, many impacted families that we serve are still struggling to survive and need sustained basic assistance,” said Nicholas V. Wharton, president and chief executive officer, Charlotte Area Fund, Inc. “Our goal with this event is to bring some relief to the persistent stress and strain on families to help them overcome the worst economic and public health crisis. The Big Pop Up is open to anyone in need of assistance. There is no charge for any of the items that we will be distributing.”

During the event, COVID-19 testing and vaccinations will be available on site. The tests and vaccines will be administered by The C.W. Williams Community Health Center, Inc. Appointments are not required. “Far too many families were financially struggling pre-pandemic. Rebuilding and repairing their lives will require significant community efforts and committed public policy to address both poverty and racism in our community,” said Wharton.

“However, through CAF’s whole family services and strategic partners we are keeping families in their homes and providing high demand, living wage career paths to support our neighbors most in need.”

Event sponsors include Food Lion, Duke Energy, The Park Church, Good360, Ballantyne Insurance Group, Blue Cross Blue Shield of North Carolina, the Diaper Bank of North Carolina, The Main Event, and Agents Who Care North Carolina, among others. Organizations or individuals wishing to sponsor or donate in support of the event, should contact Rhonda Caldwell of The Main Event at 704-605-6028.

Charlotte Area Fund is in need of volunteers to assist with the event. Individuals or groups are needed prior to the event to screen, sort and package donated items. During the event, volunteers will place items in trunks, serve as runners, help direct cars, distribute and collect data forms, and assist with assorted other tasks. To register as a volunteer, please contact Andrea Adams of Charlotte Area Fund by phone at 704-372-7348 or email [andreaa@charlotteareafund.org](mailto:andreaa@charlotteareafund.org).

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### **About the North Carolina Community Action Association**

The North Carolina Community Action Association is an anti-poverty member organization that advocates on behalf of the needs of vulnerable families through its statewide network of 34 community action agencies (CAAs) serving all 100 counties. Founded in 1965, we offer training, technical assistance, and other resources to aid our members in fighting poverty in their local communities. Our goal is to empower agencies to help families and communities thrive. For more information about the North Carolina Community Action Association, please visit our website at [www.nccaa.net](http://www.nccaa.net).

### **About Charlotte Area Fund**

The Charlotte Area Fund (CAF) is a private non-profit corporation and Mecklenburg County’s designated community action agency. The purpose of the agency is to combat poverty by assisting low-income individuals and families with becoming self-sufficient. Since 1963, CAF has initiated and provided a variety of programs and services to low-income individuals in Mecklenburg County. For additional information about CAF, visit [www.charlotteareafund.org](http://www.charlotteareafund.org).