

NEWS

Feeding Frenzy & Backpack Event Earn Local & National Media

Media
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The 2013 Legal Feeding Frenzy and associated backpack kick-off event have been highlighted locally and nationally by numerous print and television media outlets.

The statewide Legal Feeding Frenzy, of which Litigation Attorney Cabell Clay is serving as Committee Co-Chair, was mentioned in *USA Today* on March 13 and in the *Charlotte Observer* on March 12. The March 20 backpack event with Piedmont Natural Gas at Second Harvest Food Bank of Metrolina, which served as a local kick-off to the Legal Feeding Frenzy, was covered by News 14 Carolina, and by WBTV-CLT (CBS) on both the 4:30 p.m. and 5:30 p.m. news broadcasts. It was picked up in print by PRWeb and Benzinga. Litigation Member and Public Service Committee Chairman Brian Heslin served as MVA's spokesperson at the event and was featured in the news segments.

The 2013 Legal Feeding Frenzy food and fund drive competition is running among North Carolina law firms and organizations from March 18 - April 5. Proceeds and donations benefit North Carolina's Feeding America Food Banks. The effort was initially launched on a local level by MVA in 2012, and was taken statewide in 2013 by the Office of the Attorney General, the Young Lawyers Division of the North Carolina Bar Association, and the North Carolina Association of Food Banks.