



FOR IMMEDIATE RELEASE

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Media Contact: Kelley Traynham
North Carolina Community Action Association
Mobile: (919) 824-4140
Email: kelley.traynham@nccaa.net

Local community action agencies partner to supply goods to families in need *The Big Pop Up™ to serve up to 2,000 local families*

RALEIGH, NC (March 22, 2022)—North Carolina's triad-area families still reeling from the effects of the pandemic can get some relief at the April 12 The Big Pop Up™ event to be held at the Four Seasons Town Centre in Greensboro from 10 a.m. to 2 p.m.

Sponsored by the [North Carolina Community Action Association](#) (NCCAA), the event will be jointly hosted by [Alamance County Community Services Agency, Inc.](#) (ACCSA) and [Welfare Reform Liaison Project, Inc.](#) (WRLP). The Big Pop Up is a community-wide drive-through event that provides families in need with various food, home goods, and other items. NCCAA launched the event last year to help meet the needs of families struggling because of the pandemic. Since that time, the organization, recognizing a significant post-pandemic need has sponsored six pop-up events in various locations across the state. The April 12 event will be the first co-hosted by two community action agencies.

"The past two years have been economically devastating to many of the families that both agencies serve," said Bernita Sims, executive director, WRLP. "Community action has historically assisted our most vulnerable populations. By partnering with ACCSA, we hope to broaden our reach to support those most in need."

The Big Pop Up is open to the public at no cost on a first-come, first-served basis. During the event, individuals must remain in their vehicles at all times. Vaccinated and masked Community Action staff and volunteers will place items in car trunks or truck beds.

"This pandemic continues to hit our community hard," said Annette Orbert, executive director, ACCSA. "Families are still hurting, and we are hoping this event will offer some aid. This is what Community Action Agencies do to serve our communities. This is Community Action in action. That's what it's all about."

The event relies on the sponsorship support—both monetary and product donations—of state and local businesses and organizations. Organizations wishing to donate should contact Bernita Sims of WRLP at bernitas@wrlp.net, (336) 691-5780; or Annette Orbert, ACCSA, at aorbert@alamanceservices.org, (336) 229-7031 ext. 126.

Individuals interested in volunteering to help coordinate the event, prior to and/or on the day of the event, please contact Eneida Velazquez at receptionist@wrlp.net.

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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.

About Alamance County Community Services Agency, Inc.

Alamance County Community Services Agency is a community action agency working on behalf of our clients with affordable housing, employment, education, and food nutrition services. ACCSA develops and nurtures partnerships with local stakeholders, businesses, human service providers, and churches as well as civic organizations. Currently, the agency administers CSBG self-sufficiency programs, an emergency food assistance program, and Congregate Meals and Transportation for Seniors program, among others.

About Welfare Reform Liaison Project, Inc.

The Welfare Reform Liaison Project (WRLP) is a community action agency that has been in the Guilford County community for 25 years, helping low-income families in Guilford County achieve self-sufficiency. Through its workforce training and job placement services, the agency works to enable economically disadvantaged individuals and families to move toward self-sufficiency. Our partnerships with local and state agencies allow us to provide a broad range of services to support families on their road to self-sufficiency.