



North Carolina Department of Health and Human Services Division of Social Services

Beverly Eaves Perdue, Governor
Albert A. Delia, Acting Secretary

Sherry S. Bradsher, Director

Economic and Family Services
2420 Mail Service Center
Raleigh, NC 27699-2420
(919) 334-1224

February 20, 2012

**Re: USDA SNAP 2012 Radio Advertising
Campaign**

Dear County Director of Social Services:

Attention: Food and Nutrition Services Managers and Supervisors

The United States Department of Agriculture (USDA) is launching a SNAP Radio Advertising Campaign in all 100 counties here in North Carolina. The radio advertisements will begin airing on March 1, 2012 until June 30, 2012 in all radio markets within the state. The purpose of these ads is to promote participation in the Food and Nutrition Services Program among the elderly, households with children as well as the Hispanic Communities. The advertisements will instruct the public to contact the state Division of Social Services at (919) 334-1224 to get more information about applying for FNS. We in return will inform callers to contact the local department of social services or to access **ePASS** at <https://epass.nc.gov> to complete an application. It is imperative that individuals understand that they can make an application without delay and that any information needed to process their application will be requested by the county.

If you have any questions, please contact your FNS Regional Team via email.

Sincerely,

A handwritten signature in cursive script that reads "Dean Simpson".

Dean Simpson, Chief
Economic and Family Services

DS/dl

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