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Locals Help Boost Morale With Cookies

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- **Video:** [Locals Help Boost Morale With Cookies](#)

CHAPEL HILL, N.C. -- Concerns about declining troop morale have inspired a swell of support from residents and businesses in Chapel Hill.

All day long, Bob Krueger bakes for his customers at the Great Harvest Bread Company. Every few months, he and his crew set aside a day to make big chocolate chip cookies for U.S. troops in Iraq and Afghanistan.

"I think American citizens don't take enough action, just don't do enough," Krueger said.

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Krueger had the idea after hearing that Chapel Hill neighbor, UNC professor Bob Connolly, coordinates troop care packages.

"We focus our attention on the smaller bases, because that's the place where it takes an armed convoy run to get shampoo or a bag of Fritos or something," Connolly said.

Connolly had the idea last year after hearing about a Web site where soldiers post their needs and wishes.

"It's impossible for all but the stone-hearted not to read the entries and not get the sense of, 'My gosh, there's other Americans working for us who really need a hand,'" Connolly said. "Customers have been making contributions. It helps pay for the cost of making the cookies and mailing them to the troops."

Now, the cookies come with notes from area children.

The soldiers write back that the cookies are delicious -- and gone in minutes. One grateful company sent Krueger a flag.

"It just reinforces how a simple thing like a chocolate chip cookie is really a big deal," Krueger said.

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