



Food Lion Feeds Launches Fast Break Bracket Social Media Contest Among Food Bank Partners

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Food Bank #FastBreakBracket Competition Winner Will Win a 50,000 Meal Donation from Food Lion Feeds

Public Company Information:

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SALISBURY, N.C.--([BUSINESS WIRE](#))--The final rounds of the Food Lion Feeds' #FastBreakBracket social media competition tip off this week, where the championship food bank will receive a 50,000 meal donation from Food Lion Feeds. The social media competition among Food Lion's 30 regional food bank partners is a multi-round competition that will run through April 8, with fans of the participating food banks voting for their favorite food bank [here](#). Each food bank's fans can follow along on the Food Lion website and at #FastBreakBracket on Food Lion's Twitter and Facebook pages.

"March is tournament time, and the Food Lion Feeds Fast Break Bracket is our way of bringing together our 30 food bank partners for some friendly competition in line with the season," said Emma Inman, Director, Food Lion External Communications and Community Relations. "We're fortunate to work with phenomenal food bank partners who are on the front lines of ending hunger in the towns and cities we serve, and that's why each of them will receive a donation just for participating in the contest. We wish all our partners good luck in the competition and look forward to celebrating the winner on April 8!"

Each of Food Lion Feeds' 30 regional food bank partners participated in a play-in voting competition on Food Lion's website which resulted in the 16 participating food banks participating in the final competition. Fans will be able to vote for which food bank advances to the next round, with each period of voting lasting 24-hours, until the two finalists are announced on April 6. All 30 food bank partners will receive a 500-meal donation from Food Lion Feeds for participating in the competition, with first round winners receiving an additional 1,250 meal donation, second round winners receiving an additional 2,500 meal donation and third round winners receiving an additional 5,000 meal donation. The two food banks advancing to the championship round will receive an additional 10,000 meal donation, and the grand champion will receive an additional 30,000 meal donation from the grocer.

The 16 food banks competing in the tournament are the following (listed in alphabetical order):

- *Chattanooga Area Food Bank (Chattanooga, Tenn.)*
- *Feeding America Kentucky's Heartland (Elizabethtown, Ky.)*
- *Feeding America Southwest Virginia (Roanoke, Va.)*
- *Food Bank of the Albemarle (Elizabeth City, N.C.)*
- *Food Bank of Central & Eastern North Carolina (Raleigh, N.C.)*
- *Food Bank of Southeastern Virginia and the Eastern Shore (Norfolk, Va.)*
- *Harvest Hope Food Bank (Columbia, S.C.)*
- *Lowcountry Food Bank (Charleston, S.C.)*
- *Manna FoodBank (Asheville, N.C.)*
- *Mountaineer Food Bank (Gassaway, W.V.)*
- *Second Harvest Food Bank of East Tennessee (Maryville, Tenn.)*
- *Second Harvest Food Bank of Metrolina (Charlotte, N.C.)*
- *Second Harvest Food Bank of Northeast Tennessee (Kingsport, N.C.)*
- *Second Harvest Food Bank of Northwest North Carolina (Winston-Salem, N.C.)*
- *Second Harvest Food Bank of Southeast North Carolina (Fayetteville, N.C.)*
- *Virginia Peninsula Food Bank (Hampton, Va.)*

Through Food Lion Feeds, Food Lion has made a commitment to provide 500 million meals to individuals and families in need by the end of 2020 through in-store campaigns, food rescue programs, equipment and product donations and associate volunteerism.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,000 stores in 10 Southeastern and Mid-Atlantic states and employs more than 63,000 associates. By leveraging its longstanding heritage of low prices and convenient locations, Food Lion is working to own the easiest full shop grocery experience in the Southeast, anchored by a strong commitment to affordability, freshness and the communities it serves. Through Food Lion Feeds, the company has committed to provide 500 million meals to individuals and families in need by the end of 2020. Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.

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