



Food Lion Renews Three-Year Corporate Partner Agreement With CIAA

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SALISBURY, N.C.--([BUSINESS WIRE](#))--Food Lion recently renewed a three-year corporate partnership agreement with the Central Intercollegiate Athletic Association (CIAA), making the 24-year corporate partnership one of the longest for the conference. This agreement continues Food Lion's commitment as the official Supermarket Partner of the CIAA and the title sponsor for the CIAA Women's Basketball Tournament, which will take place February 27 – March 3, 2018, in Charlotte, N.C.

In addition to the grocer hosting its fan favorites such as Food Lion Day at the Spectrum Center, an all-day event featuring interactive games, premium giveaways, as well as Food Lion's scholarship check presentations during the tournament, the company will also sponsor various other dynamic events to help drive people into the arena.

"Food Lion is honored to continue our partnership with the CIAA as a way to show our support to the communities in our footprint surrounding the 12 CIAA schools," said Millette Granville, Director of Diversity for Food Lion. "We have partnered with the CIAA for 24 years, and our partnership with the CIAA is a strategic alliance that supports their commitment to education, men's and women's athletics, and diversity and inclusion. We look forward to adding events for CIAA fans and our customers."

Sponsorships help the CIAA fulfill its mission and commitment to education, community and competitive sportsmanship.

"The CIAA is excited to renew its partnership with Food Lion whose support and belief in our mission has been steadfast," said Jacqie McWilliams, CIAA Commissioner. "Collaborating with corporate sponsors like Food Lion enables us to make an impact in the lives of our student-athletes and within the communities of our 12-member institutions and the 14 championships call home."

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 Delhaize America, a U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.

About the CIAA

Founded in 1912, the Central Intercollegiate Athletic Association (CIAA) is the first African American athletic conference and one of the most recognized conferences in Division II. The CIAA conducts 14 championships attended by more than 150,000 fans from around the country. Headquartered in Charlotte, North Carolina, the CIAA is governed by the Presidents and Chancellors of its 12 member-institutions: Bowie State University, Chowan University, Elizabeth City State University, Fayetteville State University, Johnson C. Smith University, The Lincoln University of Pennsylvania, Livingstone College, Saint Augustine's University, Shaw University, Virginia State University, Virginia Union University and Winston-Salem State University. For more information on the CIAA, visit theciaa.com. For more information on the CIAA Basketball Tournament, visit CIAATournament.org, like us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).

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