



Food Lion Feeds and General Mills Team-Up with Food Lion Customers to Fight Hunger While Saving July 6 – July 12

July 7, 2016

General Mills Will Donate \$50,000 to Food Lion Feeds

Beginning today, Food Lion customers can save \$2 instantly when they buy five participating items through July 12. In addition, General Mills will donate \$50,000 to Food Lion Feeds to help those struggling with hunger across the grocer's 10-state footprint. Food Lion Feeds partners with Feeding America® and local food banks to support hunger-relief programs that help millions of Americans who are food insecure.

To qualify for the promotion, Food Lion MVP customers must purchase five participating items and scan their MVP card at checkout, where they will instantly receive a \$2 coupon.

For more information or to view the list of participating items, visit <https://www.foodlion.com/in-our-community/>.

Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to help eliminate the difficult choices many families are forced to make when they are struggling with hunger. Working toward its commitment to provide 500 million meals by the end of 2020, Food Lion Feeds has already donated more than 180 million meals through in-store campaigns, food donation program, local donations and volunteerism.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has nearly 1,100 stores in 10 Southeastern and Mid-Atlantic states and employs more than 65,000 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, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG). For more information, visit www.foodlion.com.

About General Mills

General Mills is a leading global food company that serves the world by making food people love. Its brands include Cheerios, Annie's, Yoplait, Nature Valley, Fiber One, Haagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2015 worldwide sales of US \$18.7 billion.

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).

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