



Food Lion Feeds Launches New "Summers Without Hunger" Reusable Bag Campaign

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Sales of the bags, designed by young artists, hope to provide 1 million meals in partnership with Feeding America® and help fight summer hunger

Public Company Information:

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SALISBURY, N.C.--([BUSINESS WIRE](#))--This summer, Food Lion is partnering with customers in its nearly 1,100 stores to help fight summer hunger through its Food Lion Feeds Reusable Bag campaign. Through the "Summers Without Hunger" Design-A-Bag Contest, Food Lion's youngest fans submitted designs, and the winning artwork is now featured on the store's reusable bags. Customers can purchase these specially-designed reusable bags for \$1 at any Food Lion store. With the purchase of each bag, Food Lion Feeds will donate the equivalent of six meals to Feeding America® and its participating food banks.

Through the art contest, five designs were chosen out of more than 300 hundred entries. The winning artists include:

- 10-year-old Avamarie M., of Fort Mill, S.C.
- 10-year-old Emma B. of Summerville, S.C.
- 9-year-old Heaven J. of Midland, Va.
- 6-year-old Mason C. of Williamston, S.C.
- 13-year-old Nicolas A. of Greeleyville, S.C.

The Grand Prize winner, Avamarie M., won the honor of having her artwork featured on the front cover of the reusable bag as well as an iPad2. Additionally, Food Lion Feeds will donate \$2,000 to the local food bank of Avamarie's choice. Each of the other four finalists' artwork is featured on the opposite side of the bags and each also won an iPad, as well as a \$1,000 donation by Food Lion Feeds made in their name to a local food bank of their choosing.

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 approximately 180 million meals through in-store campaigns, like the reusable bag, its food donation program and local donations and volunteerism.

\$1 helps provide 11 meals secured by Feeding America on behalf of local member food banks. \$0.55 (monetary equivalent of six meals) from each bag purchase will be donated to Feeding America® and its member food banks. The campaign runs through June 30, 2016.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 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 Feeding America®

Feeding America is a 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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