



## Food Lion to "Give a Gallon" of Milk to Local Feeding America Food Banks

May 4, 2016 at 10:00 AM EDT

*Grocer to Donate 1 Gallon of Milk for Every 4 Participating Cereals Purchased May 4-May 10*

### Public Company Information:

NYSE: DEG

SALISBURY, N.C.--([BUSINESS WIRE](#))--Beginning today, Food Lion customers can help provide nutrient-rich gallons of milk to their local food banks by purchasing four participating cereals through May 10.

The promotion, a Food Lion Feeds initiative in partnership with Feeding America<sup>®</sup>, is part of The Great American Milk Drive<sup>®</sup>, the first nationwide program to deliver gallons of milk to families in need.

"Milk is one of the most highly-requested items by food banks, but it is rarely donated, leaving many families with limited access to the essential nutrients milk can provide," said Christy Phillips-Brown, media and community relations director for Food Lion. "We're proud to be a part of this initiative, which will allow us to provide thousands of gallons of milk to those in need to help them nourish their families."

In order to "give a gallon," customers must purchase four participating cereals, which include Corn Pops<sup>®</sup>, Apple Jacks<sup>®</sup> and Froot Loops<sup>®</sup>.

To find out which cereals are on sale near you, visit the weekly ad flyer at [www.Foodlion.com/weekly-specials](http://www.Foodlion.com/weekly-specials). For more information on The Great American Milk Drive, visit [www.milklife.com/give](http://www.milklife.com/give).

### 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](http://www.foodlion.com).

### 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](http://www.feedingamerica.org), find us on [Facebook](#) or follow us on [Twitter](#).

### About MilkPEP

The Milk Processor Education Program (MilkPEP), Washington, D.C., is funded by the nation's milk companies, who are committed to increasing fluid milk consumption. The MilkPEP Board runs the Milk Life campaign, a multi-faceted campaign designed to educate consumers about the powerful nutritional benefits of milk – with 9 essential nutrients, including high-quality protein, in each 8 ounce glass. For more information, go to [milklife.com](http://milklife.com). Lowe Campbell Ewald is creative agency for the Milk Life campaign – from America's milk companies.

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### Contact:

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