



## Food Lion Announces 2016 CIAA Tournament Week Activities

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Company Celebrates 22-Year Partnership With CIAA By Opening Third Food Pantry At CIAA School

### Public Company Information:

NYSE: DEG

Food Lion announced today its continued support of the Central Intercollegiate Athletic Association (CIAA) Tournament by sponsoring several events, which have become favorites to CIAA fans, and opening a new on-campus pantry at Winston-Salem State University. These events include the women's basketball tournament, Miss CIAA competition and "Food Lion Day at the CIAA" on Friday, Feb. 26. All events will be held Monday, Feb. 22, through Saturday, Feb. 27, in Charlotte, N.C.

"Food Lion is proud to be a part of the CIAA's 2016 tournament to show our continued support for our communities surrounding the 12 CIAA schools," said Dave Bass, central division vice president for Food Lion. "Through our 22-year partnership, Food Lion has been able to employ many CIAA students and alumni at its stores, which are in close proximity of CIAA colleges and universities. We invite all who are planning to attend this year's event next week to celebrate with us."

Food Lion kicked off its CIAA sponsorship on Feb. 18 by partnering with Winston Salem State University to open its third food pantry at a CIAA school. Last year, Food Lion partnered with Johnson C. Smith University in Charlotte, N.C., and Livingstone College in Salisbury, N.C., to open pantries as part of the grocer's commitment to end hunger in its local communities through Food Lion Feeds by donating 500 million meals across its operating footprint by the end of 2020.

As a corporate CIAA partner and the only retail grocer partner, Food Lion will again serve as the title sponsor for the 2016 Food Lion CIAA Women's Basketball Tournament, which begins Tuesday, Feb. 23, and concludes Saturday, Feb. 27, at Time Warner Cable Arena.

In addition, Food Lion is sponsoring many family-friendly activities, including:

- **Food Lion Face-Off:** Watch teams put their Food Lion knowledge to the test in head-to-head trivia to win great prizes 5 p.m. to 10 p.m. on Feb. 25 and 26, as well as noon to 8 p.m. on Feb. 27. Food Lion will also have taste challenges between private brand and national brand items at the events.
- **Food Lion Day at the CIAA:** Food Lion invites its customers and fans to participate in Food Lion Day at the CIAA on Friday, Feb. 26 at Time Warner Cable Arena. The all-day event will feature interactive games, premium giveaways and Food Lion's scholarship check presentations.
- **Food Lion Miss CIAA Competition:** Food Lion will officially crown Miss CIAA 2016 and present scholarships to the winner and first and second runner-ups on Saturday, Feb. 27, at 11 a.m. on the main court inside Time Warner Cable Arena. Food Lion Feeds will also present a \$1,000 check to the local food bank in the town of the queen who received the most votes from the community. There will also be opportunities for media to interview the winner after the crowning. The twelve contestants include:
  - Miss Bowie State University Carissa Smith
  - Miss Chowan University Alisha Mobley
  - Miss Elizabeth City State University Suehier Ali
  - Miss Fayetteville State University Jasmine Bogan
  - Miss Johnson C. Smith University Noluthando Dlomo
  - Miss Lincoln University Imani Milliones-Roman
  - Miss Livingstone College Ashley Williams
  - Miss St. Augustine's University Gentel Blair
  - Miss Shaw University Destinee Williams
  - Miss Virginia Union University Khadijah Harvin
  - Miss Virginia State University Lauren Papillion
  - Miss Winston-Salem State University Dontia Barrett

### 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

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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. For more information, visit [www.foodlion.com](http://www.foodlion.com)



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