



## Food Lion Announces 2015 CIAA Tournament Week Activities

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COMPANY CELEBRATES 21-YEAR PARTNERSHIP WITH CIAA BY OPENING FOOD PANTRIES AT TWO CIAA SCHOOLS

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. These events include the women's tournament, Miss CIAA and "Food Lion Day at the CIAA" on Friday, Feb. 27. All events will be held Monday, Feb. 23, through Saturday, Feb. 28, in Charlotte, N.C.

"Food Lion is honored to be a part of the CIAA's 2015 tournament to show our continued support for our communities surrounding the 12 CIAA schools," said Dave Bass, division vice president for Food Lion's Central Division. "Our company has been an official corporate sponsor of the CIAA for 21 years. Through this 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 to celebrate with us."

Food Lion kicked off its CIAA sponsorship on Feb. 19 by partnering with Johnson C. Smith University to open one of the first student pantries at a CIAA school. The company will partner with an additional CIAA school next week to open another pantry. The opening of both CIAA college pantries are 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 2015 Food Lion CIAA Women's Basketball Tournament, which begins Tuesday, Feb. 24, and concludes Saturday, Feb. 28, at Time Warner Cable Arena.

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

- **Food Lion Chef Challenge:** Fans will have a chance to enjoy Food Lion Chef Challenge cooking demonstrations from 5 p.m. to 10 p.m. on Feb. 26 and 27, as well as noon to 8 p.m. on Feb. 28. The events will be held at the Charlotte Convention Center. 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. 27 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 2015 and present scholarships to the winner and first and second runner-ups on Saturday, Feb. 28, at 11 a.m. on the main court inside Time Warner Cable Arena. There will be opportunities for media to interview the winner after the crowning. The twelve contestants include:
  - o Miss Bowie State University Marissa Massey
  - o Miss Chowan University LaTarryl Hall
  - o Miss Elizabeth City State University Deneal Banks
  - o Miss Fayetteville State University Dara Colon
  - o Miss Johnson C. Smith University SA'Keithia Hammond
  - o Miss Lincoln University Kiara Jackson
  - o Miss Livingstone College LaQuazaya Davis-Brown
  - o Miss St. Augustine's University Darnella Reeder
  - o Miss Shaw University Miriam Young
  - o Miss Virginia Union University Machele Sanders
  - o Miss Virginia State University Tiera Sedden
  - o Miss Winston-Salem State University Leah Darby

All events are free for attendees, excluding the basketball tournament games. For more information about Food Lion-sponsored activities during this year's tournament, visit <http://www.foodlion.com/ciaachefchallenge>

### 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 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, the U.S. division of Brussels-based Delhaize Group. For more information, visit [www.foodlion.com](http://www.foodlion.com)

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For further information: Benny L. Smith, APR: 704-310-4077; [blsmith@foodlion.com](mailto:blsmith@foodlion.com)

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