



## **Food Lion to Give Away Free Stuffed Lions to First 400 Shoppers Saturday, Dec. 20 and Sunday, Dec. 21**

December 19, 2014

Promotion Offered at 76 Newly Remodeled Stores in Eastern North Carolina

On Saturday, Dec. 20, and Sunday, Dec. 21, Food Lion will give away free stuffed lions to the first 400 customers who make a purchase at 76 newly remodeled Food Lion stores in the greater Wilmington, N.C., and greater Greenville, N.C., markets. A list of participating locations is available in the attachment below.

"We're inviting our customers to bring home the lion for the holidays," said Food Lion Vice President of Marketing & Brand Strategy Marci Grebstein. "The giveaway is our way to wish our customers a happy holiday and thank them for shopping with us this holiday season and throughout the year."

### 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).

### Contact:

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