



Food Lion Feeds Invites Kids Ages 5-14 to “Roar Against Hunger” by Participating in Design-a-Reusable-Bag Contest through Nov. 21

November 5, 2014

Winning Design to Be Featured on Reusable Bag Sold in Over 1,100 Food Lion Stores

Food Lion Feeds partnered with Food Lion customers to provide more than 1 million meals to families in need through the sale of special Food Lion Feeds reusable bags sold in its stores. The grocer is now inviting kids ages 5-14 to participate in its Food Lion Feeds “Roar Against Hunger” Design-a-Reusable-Bag Contest. The winning design will be featured on next year’s Food Lion Feeds reusable bag, which will be sold in more than 1,100 stores in June 2015. The campaign is anticipated to help provide another 1 million meals to families in need.

To participate in the contest, kids are asked to draw how they would help feed someone who is hungry. In their drawings, kids can show how everyone in the community can help - from family members, friends, their heroes, their school or other organization – or even the Food Lion lion! In addition to having his or her drawing featured on the 2015 reusable bag, the grand prize winner will also receive an iPad Mini2 and a \$1,000 donation to a food bank in his or her name. Three runners-up will also receive an iPad Mini and a \$1,000 donation to a food bank in their names.

There is no purchase necessary to enter or win. Entry forms, specific instructions and the official rules are available at www.foodlion.com/feeds. All entries must be received by Food Lion by Nov. 21, 2014. Open to legal residents of Del., Ga., Ky., Md., N.C., Pa., S.C., Tenn., Va., or W.Va., and the District of Columbia (D.C.), ages 5 to 14, with permission of their parent or legal guardian.

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 (NYSE: DEG). For more information, visit www.foodlion.com.

About Food Lion Feeds

For more than 50 years, Food Lion has been a strong philanthropic partner in the communities it serves. As a grocer, Food Lion’s business is food. The company believes that no one should have to choose between dinner and paying rent or gasoline and buying groceries. Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to eliminate the choices families are forced to make when they are hungry. By the end of 2020, the company has pledged to provide 500 million meals to families in need in its local communities. For more information, visit www.foodlion.com/feeds.

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