



Food Lion Feeds to Sponsor 5th Annual Carolinas Student Hunger Drive

October 3, 2014

Six-Week Competition Among Area High Schools to Collect Food for the Hungry

Charlotte-area students from 15 high schools will kick off the 5th Annual Carolinas Student Hunger Drive, a six-week food drive competition sponsored by Food Lion Feeds, at 6 p.m., Oct. 6 at the Second Harvest Food Bank of Metrolina at 500-B Spratt St., in Charlotte, N.C.

Local teens will compete in talent competitions and other food collection activities during Monday's kick-off event. Schools will compete from Oct. 6–Nov. 17 to find out which high school will be the one to collect the most food during the six week time period. The school collecting the most meals will win \$2,000 and second place will receive \$1,000. Schools will be put into two categories.

"Last year, local high school students provided nearly 120,000 meals to support food banks in their communities," said Mona Lita Carr, executive director of Carolinas Student Hunger Drive. "This year we are excited to be working with 15 participating high schools from Charlotte-Mecklenburg Schools, Cabarrus County Schools and Fort-Mill Schools and Food Lion Feeds in our commitment to feed the hungry and inspire community service"

In addition to serving as the presenting sponsor, Food Lion will support the "Food Lion Feeds Hunger Heroes Award," to be given to the student who exemplifies extraordinary leadership during the Carolinas Student Hunger Drive campaign. This student is someone who went above and beyond in planning, executing and promoting the mission of the Carolinas Student Hunger Drive to their campus and surrounding community. The student will receive a \$500 scholarship.

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.

Additional hunger events are as follows:

Tuesday, Oct. 7 - 15

Online Voting Facebook Talent Competition

Saturday, Oct. 18, 8 a.m.

Food Lion Feeds Fast Feet

3207 Eastway Drive

Charlotte N.C. 28205

Four students from top schools will have 90 seconds to fill their grocery carts with food that will count toward their school poundage total. Students, mascots, bands and cheerleaders are all encouraged to attend to cheer on their friends!

Nov. 12-14, ALL DAY

Each participating school will load and transport food to Second Harvest Food Bank of Metrolina.

Monday, Nov. 17, 6-8 p.m.

Awards Rally at Second Harvest Food Bank of Metrolina

About Student Hunger Drive-Carolinas

The Student Hunger Drive, a non-profit organization was founded in 1986 in Davenport, Iowa and has collected over 15 million pounds of food valued at over \$25 million since its inception. The Charlotte-based regional organization founded in 2010, is based on the same model of the headquarter Student Hunger Drive and has collected over 385,000 pounds of food during its annual 6-week food drive. The Student Hunger Drive-Carolinas strives to develop young community leaders while feeding those in need in Mecklenburg and surrounding counties. Its mission is to unite and empower area high school students in the commitment to feed the hungry and promote volunteerism. For more information on Student Hunger Drive or student events and activities, please visit www.studenthungerdrive.org

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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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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