



## Food Lion Feeds Named Official Hunger Relief Partner of the Charlotte Hornets

September 16, 2014

Partnership Will Provide More Than 300,000 Meals Over Three Years in Charlotte

The Charlotte Hornets announced today that the organization has teamed up with Food Lion on a multi-year, multi-faceted partnership that establishes Food Lion Feeds as the Official Hunger Relief Partner of the Charlotte Hornets. The two organizations tipped off the partnership this afternoon at Highland Renaissance Academy in Charlotte, N.C., by distributing more than 9,500 meals to 300 school families with the help of Second Harvest Food Bank of Metrolina's mobile food pantry. Hornets players Michael Kidd-Gilchrist and Cody Zeller lent a helping hand by participating in today's meal distribution. The partnership and food donations are part of Food Lion's inaugural Week of Service and the company's commitment to provide 500 million meals by the end of 2020.

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**"We are honored to serve as the Official Hunger Relief Partner of the Charlotte Hornets"**

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"We are extremely happy to welcome Food Lion Feeds as the Official Hunger Relief Partner of the Charlotte Hornets," said Hornets Sports & Entertainment President & COO Fred Whitfield. "Food Lion Feeds and the Charlotte Hornets share a desire to assist in our community and are committed to help end hunger in the Carolinas. Hunger is a growing concern and with this partnership, both organizations can continue to join forces to provide the necessary resources to those in need."

As the Official Hunger Relief Partner of the Charlotte Hornets, Food Lion Feeds has committed to provide more than 300,000 meals over three years, including continued support of the Charlotte Hornets Foundation's annual Cornucopia event, which provides 1,000 Thanksgiving meals to low-income families. In addition, the Hornets and Food Lion Feeds will donate 200 turkeys to WFNZ's (610 AM) annual Street Turkeys initiative.

"We are honored to serve as the Official Hunger Relief Partner of the Charlotte Hornets," said Beth Newlands Campbell, President of Food Lion. "When I was a store manager, I saw firsthand the tough choices customers are sometimes forced to make to feed their families. In difficult times, many people have to decide whether to pay rent, buy groceries or purchase gasoline to get to work, because they simply cannot do all three. At Food Lion, we believe no one should have to choose between dinner and paying rent or gasoline and buying groceries. We're committed to working to end hunger and making the lines shorter at Charlotte feeding agencies through Food Lion Feeds."

The two organizations will continue to identify hunger relief efforts throughout the Charlotte community as part of each organization's philanthropic support over the next three years.

### 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](http://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](http://www.foodlion.com/feeds).

### Charlotte Hornets Foundation

Through the Charlotte Hornets Foundation, Hornets Sports & Entertainment is committed to helping the needs of the community in the areas of education, hunger and wellness. Hornets players, coaches and staff are actively engaged in the community, volunteering their time and efforts to serve these key areas.

Hornets Sports & Entertainment owns the Charlotte Hornets and operates Charlotte's Time Warner Cable Arena.

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