



Food Lion & the Children's Museum of Winston-Salem Commemorate a New Food Lion Museum Exhibit

January 25, 2013

What:

Food Lion and the Children's Museum of Winston-Salem will host a re-grand opening of a new exhibit that features new interactive video screens that will promote wellness in a relevant way to help children better understand what's involved in bringing food from the farm to the table.

When:

9:45 a.m.-10:30 a.m.

Thursday, Jan. 31, 2013

Where:

The Children's Museum of Winston-Salem

390 South Liberty Street

Winston-Salem, NC 27101

Where:

You are invited to join community leaders, Food Lion and museum staff to celebrate the grand re-opening of the new Food Lion exhibit and Inner Voice Initiative launch at a press conference, followed by a ribbon cutting ceremony, exhibit tour and breakfast.

Food Lion and Children's Museum representatives will be available for interviews immediately after the event. In addition children from a local Head Start group will join us for a themed-storytime and craft.

About Food Lion Food Lion, based in Salisbury, N.C., is a company of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE:DEG) and operates more than 1,100 supermarkets. The company employs approximately 58,000 associates delivering quality products, low prices and service to customers in 10 Southeastern and Mid-Atlantic states. For more information, visit www.foodlion.com

About the Inner Voice Initiative The Children's Museum will launch its Inner Voice Initiative that Celebrates Confidence, Compassion & Choice; helping children build self-esteem and confidence by making mindful decisions, and encouraging empathy and compassion for self and others. The Inner Voice Initiative will inform the Museum's programming, including food and wellness events, select story times and crafts and added activities offered throughout the coming year.

About The Children's Museum of Winston-Salem The mission of The Children's Museum of Winston-Salem is to create a compelling destination for our community to play and learn by experiencing literature, storytelling and the arts. The museum's vision is to nurture children's imaginations, creativity and love of reading by bringing stories to life.