



Food Lion Family and Bottom Dollar Food Kick Off Annual Hunger Has a Cure Campaign

November 16, 2010

Grocers Aim to Raise 1.5 Million Pounds of Food for Feeding America Food Banks

On Nov. 17, the Food Lion family of banners and Bottom Dollar Food kick off the eighth annual "Hunger Has a Cure" campaign to support local food banks affiliated with Feeding America, the nation's largest domestic hunger-relief charity. The campaign, which gives customers the opportunity to purchase ready-made food boxes or donate food in bins, runs through Dec. 28.

The supermarket chains hope to collectively surpass previous box donation counts and raise 1.5 million pounds of food during the 2010 "Hunger Has a Cure" campaign.

"The need for food assistance is at an all-time high, and we are proud to work with Feeding America to help eliminate hunger in our communities," said Bill Garcia, community relations manager for Food Lion Family and Bottom Dollar Food. "The United States Department of Agriculture's recent finding that nearly 17 million families nationwide struggled to feed their families last year speaks to the magnitude of the challenges we face. We believe that, as a grocer, we are responsible for doing what we can to help our neighbors who have trouble putting food on their tables. Hunger does, indeed, have a cure; and this is our antidote. We want to do all that we can to spread awareness about how hunger impacts our communities."

The ready-made food boxes contain five to seven items and are available at Food Lion, Bloom, Harveys, Reid's and Bottom Dollar Food stores for \$4.99 each. All stores will have a designated food collection area where customers can place the food boxes or other non-perishable items.

Since January 2010, Food Lion Family and Bottom Dollar Food grocery donations to Feeding America have amounted to approximately 30 million pounds of food, valued at more than \$45 million.

The grocers' long-standing partnership with Feeding America dates back to 2002, and over the years, more than 250 million pounds of food have been donated to Feeding America and its affiliated food banks.

For more than 50 years, Food Lion Family and Bottom Dollar Food have served as a caring neighbor and strong corporate citizen in the communities in which it operates. Through corporate and foundation giving, campaigns carried out by its many stores, local programs and individual associate involvement, Food Lion Family and Bottom Dollar Food support communities and numerous nonprofit organizations.

About Food Lion Family

Food Lion Family is a subsidiary of Brussels-based Delhaize Group (NYSE: DEG). Food Lion Family operates more than 1,300 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Bloom, Harveys and Reid's. These stores meet local customer needs and preferences for the freshest and best quality products. Food Lion employs approximately 74,000 associates in 11 Southeast and Mid-Atlantic states.

About Bottom Dollar Food

Bottom Dollar Food, based in Salisbury, N.C., operates 29 stores in North Carolina, Virginia, Maryland and Pennsylvania. Bottom Dollar Food is a full-shop soft-discount grocer offering the most popular national brands and private brand products at everyday best prices. Bottom Dollar Food is redefining discount shopping with its lighthearted atmosphere and focus on fresh produce and quality meats. For more information, visit www.bottomdollarfood.com.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>. Find us on Facebook at [facebook.com/FeedingAmerica](https://www.facebook.com/FeedingAmerica) or follow our news on Twitter at twitter.com/FeedingAmerica.

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