



## Food Lion Donates \$10,000 in Food to Be Distributed May 15

May 11, 2012 at 8:08 AM EDT

Grocer Helps Food Bank Reach Quarter of a Millionth Meal Distribution

### Public Company Information:

NYSE: DEG

Food Lion is donating \$10,000 of its store-brand food products to the Blue Ridge Area Food Bank at 10:30 a.m. Tuesday, May 15 to feed 230 area needy families through the Food Bank's Mobile Food Pantry in Lovingston, Va. All recipients for this distribution have been contacted.

"Food Lion is a strong community partner and is dedicated to assisting hunger relief and nutrition education programs in the communities we serve," said Bill Garcia, Community Relations Manager for Food Lion. "Participating in the food distribution event in Lovingston, Va., is another great opportunity for us to give back to our customers."

Food Lion recently launched its new brand strategy in the market where the company lowered prices on 6,000 items throughout the store and offers access to quality store brand products at lower prices, including the company's my essentials value tier, as well as fresh produce and an easy and convenient shopping experience.

The Blue Ridge Area Food Bank launched the Mobile Food Pantry in February 2011 and has since distributed more than 200,000 meals in southern Albemarle, Nelson, Buckingham and Fluvanna counties. During next week's special distribution, the Food Bank will reach a milestone and distribute its quarter of a millionth meal.

"We are immensely grateful for this contribution from Food Lion, as it couldn't come at a more opportune time," said Larry Zippin, CEO of the Blue Ridge Area Food Bank. "The summer months are tough because food and financial donations plummet, and the past year has been even more difficult as food donations from several sources have declined. However, having a grocery partner like Food Lion makes a huge difference. This contribution is one of many that they make all year long. We appreciate their sustained support and their dedication to helping folks in need in our community."

2011 BRAFB Food Drive Donations

About the Blue Ridge Area Food Bank

Founded in 1981, the Blue Ridge Area Food Bank is the largest organization alleviating hunger in western and central Virginia. Headquartered in Verona, VA, the Food Bank serves 25 counties and nine cities through distribution centers in Charlottesville, Lynchburg, Winchester and Verona. The Blue Ridge Area Food Bank distributes more than 20 million pounds of food annually to 119,000 people each month through a network of 250 community partners – food pantries, soup kitchens, shelters, schools, churches and other non-profit groups. The Food Bank is a member of Feeding America, a national food bank association that supports 202 food banks across the United States. For more information, visit [www.brafb.org](http://www.brafb.org).

About Food Lion

Food Lion, based in Salisbury, N.C., is a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG). The company operates more than 1,100 supermarkets in 10 Southeastern and Mid-Atlantic states, and employs approximately 57,000 associates. For more information, visit [www.foodlion.com](http://www.foodlion.com).

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