



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

November 16, 2011 at 3:06 PM EST

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

Starting today, the Food Lion family of banners, Bloom and Bottom Dollar Food kick off the ninth 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. 27.

The supermarket chains hope to collectively surpass previous box donation counts and raise over 1.5 million pounds of food, valued at over \$1.2 million, during the 2011 "Hunger Has a Cure" campaign.

"We believe that, as a grocer, we can make a difference in our communities by joining forces with Feeding America, and our customers and associates to fight hunger – one box at a time," said Bill Garcia, community relations manager for Food Lion Family, Bloom and Bottom Dollar Food.

The ready-made food boxes contain six items of private label product and they are available at Food Lion, Harveys, Reid's, Bloom 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. The boxes are available while supplies last, and customers will have the opportunity to give cash donations at the register in lieu of sold-out boxes.

Since January 2011, Food Lion Family, Bloom and Bottom Dollar Food grocery donations to Feeding America have amounted to more than 34 million pounds of food, valued at more than \$76 million.

The grocers' long-standing partnership with Feeding America dates back to 2002, and over the years, more than 294 million pounds of food have been donated to Feeding America and its affiliated food banks.

For more than 50 years, Food Lion Family, which includes Food Lion, Harveys and Reid's stores, as well as Bloom and Bottom Dollar Food have served as caring neighbors and strong corporate citizens in the communities in which they operate. Through corporate and foundation giving, campaigns carried out by their many stores, local programs and individual associate involvement, Food Lion Family, Bloom and Bottom Dollar Food support communities and numerous nonprofit organizations.

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) and operates more than 1,100 supermarkets. The company employs approximately 57,000 associates delivering quality products, low prices and service to customers in 11 Southeast and Mid-Atlantic states. For more information, visit www.foodlion.com.

About Harveys

Harveys is an affiliate of Delhaize America, a subsidiary of Brussels-based Delhaize Group (DEG) (NYSE: DEG). Harveys operates 71 stores in Georgia, Florida and South Carolina. For more information go to www.harveys-supermarkets.com.

About Bottom Dollar Food

Bottom Dollar Food, based in Salisbury, N.C., operates 52 stores in North Carolina, Virginia, Maryland, New Jersey and Pennsylvania. The discount grocer is redefining the discount grocery model by offering private brands and the national brands that matter most to customers, in addition to fresh produce and quality meats, at discount prices and in an energetic shopping environment. For more information, visit www.bottomdollarfood.com.

About Bloom

Bloom is a subsidiary of Brussels-based Delhaize Group (NYSE: DEG). It operates 49 stores in the Southeast Virginia and Washington, D.C. areas.

About Reid's

Reid's is a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG) and operates 11 stores in South Carolina. For more information, visit www.reidsgroceries.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 or follow our news on Twitter at twitter.com/FeedingAmerica.

"We believe that, as a grocer, we can make a difference in our communities by joining forces with Feeding America, and our customers and associates to fight hunger – one box at a time"
