



## Rock Hill Customer Wins Free Groceries For a Year Sweepstakes

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Food Lion Awards Prize Today worth \$5,200 or \$100 a Week for a Year

SALISBURY, N.C., June 3, 2011 /[PRNewswire](#)/ -- Food Lion presented \$5,200 in gift cards to Rock Hill resident and Food Lion customer Veronica Nickolaisen today as she was named the grand prize winner of the grocer's "Win Free Groceries For a Year Sweepstakes." Nickolaisen received her grand prize during a special presentation inside of the Food Lion store on 2260 Cross Pointe Drive in Rock Hill where she shops regularly.

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**"Win Free Groceries For a Year Sweepstakes."**

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Food Lion sponsored the special sweepstakes March 23 to April 19, 2011. Customers scanned their MVP card at in-store MVP Savings Centers to receive coupons they could use that day. In addition to receiving coupons, the customer was automatically entered into the contest. Some customers who scanned their MVP cards also instantly won one of more than 200,000 free national and private brand items. Free items were awarded in the form of a coupon.

Nickolaisen was randomly selected out of more than 900,000 customers who received personalized coupons during the one-month contest. Today she is receiving more than \$5,200 in gift cards, or \$100 a week for a year.

### **About Food Lion**

The Food Lion family of supermarkets, based in Salisbury, N.C., operates more than 1,200 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Bloom, Harveys or Reid's. These stores meet local customer needs and preferences for the freshest and best quality products. The Food Lion family employs approximately 74,000 associates in 11 Southeast and Mid-Atlantic states.

SOURCE Food Lion