



## **Food Lion Invites Customers to Donate to American Red Cross Disaster Relief at Tennessee-area Stores**

May 13, 2011

Grocer Has Donated More Than \$660,000 in Food, Water and More

SALISBURY, N.C. – Customers at Tennessee-area Food Lion stores have the opportunity to donate toward the grocer's disaster-relief campaign. Funds raised through May 21 will support Tennessee-area American Red Cross chapters serving those impacted by the tornadoes.

"The violent tornadoes that swept across the Food Lion footprint over the past several weeks have deeply impacted both customers and associates alike," said Bill Garcia, Food Lion community relations manager. "Food Lion is dedicated to doing all that we can to assist with area disaster-relief efforts, and this campaign is another way we are helping the communities we serve."

Food Lion recently concluded a similar campaign in North Carolina in which Food Lion customers donated more than \$126,000 to North Carolina-area American Red Cross chapters. Food Lion donated an additional \$25,000 to help the victims of tornadoes and floods. Additionally, the Western Union Foundation matched \$100,000 of Food Lion customers' donations.

Since the onset of the severe weather in mid-April, Food Lion has donated more than \$660,000 in food, water, hand sanitizer, diapers and other items to assist with the storm's aftermath.

"From giving away truckloads of water to donating food and other items to the American Red Cross chapters, we are proud to serve our communities in a meaningful way during this time," Garcia said.

### **About Food Lion Family**

The Food Lion family, based in Salisbury, N.C., operates more than 1,300 supermarkets, either directly or through affiliated entities, under the names of Food Lion, 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. For more information, visit [www.foodlion.com](http://www.foodlion.com).

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