



## **Food Lion Launches Free Groceries Sweepstakes**

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One Customer Could Win Free Groceries for a Year

SALISBURY, N.C., March 24, 2011 /[PRNewswire](#)/ -- Food Lion announced a new promotion today for its MVP customers that will award one customer free groceries for a year.

Customers can scan their MVP cards once a day at the in-store coupon kiosks, and they will be entered for a chance to win free groceries. Customers also can instantly win one of more than 200,000 free national and private brand items starting today through April 19. Free items will be awarded in the form of a coupon on the customer's MVP Savings Center coupon sheet which must be redeemed on the day it is issued.

No purchase is required to win. Complete rules for this Sweepstakes may be reviewed at participating stores and on [www.foodlion.com/rules](http://www.foodlion.com/rules).

Customers can participate in this sweepstakes in the following markets: Charlotte, N.C.; Hickory, N.C.; Raleigh, N.C.; Greensboro, N.C.; Richmond, Va.; Tidewater, Va.; Roanoke, Va.; Greenville, N.C.; Atlanta, Ga.; Columbia, S.C.; and Spartanburg, S.C. For a complete listing of participating stores, go to [www.foodlion.com](http://www.foodlion.com).

### **About Food Lion**

The Food Lion family of supermarkets, based in Salisbury, N.C., operates more than 1,300 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