



## Food Lion Feeds Launches New "Summers Without Hunger" Reusable Bag Campaign

July 10, 2019

*Sales of the specially-designed bags will help provide 1 million meals\* in partnership with Feeding America®*

SALISBURY, N.C.--([BUSINESS WIRE](#))--Beginning today, Food Lion is offering its customers an easy and affordable way to join with the retailer to fight child hunger by offering specially-designed reusable bags. Customers can purchase a bag through August 6, or while supplies last, for \$1 at any Food Lion store, and Food Lion Feeds will donate the equivalent of five meals to the Feeding America® network of food banks with the purchase of each bag.

One in six children, and one in eight adults, across Food Lion's 10-state operating area are food insecure. Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and community partners to help eliminate the difficult choices many families are forced to make when they are struggling with hunger, especially during the summer months when kids are out of school.

Recently, Food Lion Feeds eclipsed 500 million meals donated to fight hunger through in-store campaigns, like the reusable bag, food rescue donations, local donations to feeding agencies, associate volunteerism and equipment donations.

\*\$1 helps provide at least 10 meals secured by Feeding America on behalf of local member food banks. Through the reusable bag campaign, \$0.50 (monetary equivalent of 5 meals) from each bag purchased will be donated to Feeding America and member food banks. Food Lion guarantees a minimum donation of \$100,000 (monetary equivalent of 1 million meals) from July 10 – August 6, 2019.

### About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,000 stores in 10 Southeastern and Mid-Atlantic states and employs more than 63,000 associates. By leveraging its longstanding heritage of low prices and convenient locations, Food Lion is working to own the easiest full shop grocery experience in the Southeast, anchored by a strong commitment to affordability, freshness and the communities it serves. Through Food Lion Feeds, the company has provided 500 million meals to individuals and families in need since 2014. Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit [www.foodlion.com](http://www.foodlion.com).

### About Feeding America

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit [www.feedingamerica.org](http://www.feedingamerica.org), find us on [Facebook](#) or follow us on [Twitter](#).

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