



## Food Lion Feeds Launches Meal Madness Social Media Campaign Among Food Bank Partners

March 21, 2017

*Food Bank Receiving the Most Social Media Support Will Win a 25,000 Meal Donation from Food Lion Feeds*

SALISBURY, N.C.--([BUSINESS WIRE](#))--Food Lion Feeds' Meal Madness, a social media competition among Food Lion's 30 regional food bank partners, tips off this week, with the winning food bank receiving a 25,000 meal donation from the grocer's hunger relief initiative. The multi-round competition will run through April 3, with fans of the participating food banks voting for their favorite food bank on Food Lion's Facebook or Twitter pages to advance the food bank on in the tournament.

"Through Food Lion Feeds, our company is fortunate to work with 30 wonderful food bank partners across our 10-state service area, and we know each of these tremendous organizations has considerable support in their communities as well," said Christy Phillips-Brown, director of external communications and community relations at Food Lion. "The Food Lion Feeds Meal Madness contest is an engaging way for each organization's fans to support their favorite food bank and partner with Food Lion Feeds to donate meals to their neighbors in need. We wish all the food banks good luck in this competition. Let the games begin!"

Each of the 30 food bank partners were entered into a live drawing broadcast on Food Lion's Facebook and Twitter accounts held on March 21, at which time the 16 selected food banks were split into two brackets, one where food bank supporters can vote on Food Lion's Facebook page (@FoodLion) and one where voting will take place on the grocer's Twitter account (@FoodLion). Fans will be able to vote for which food bank advances to the next round, with each period of voting lasting 24-hours, until the two finalists are announced on April 1. All 30 food bank partners will receive a 500 meal donation from Food Lion Feeds for entering the competition, with first round winners receiving an additional 1,250 meal donation, second round winners receiving an additional 2,500 meal donation and third round winners receiving an additional 3,750 meal donation. The two food banks advancing to the championship round will receive an additional 5,000 meal donation, and the grand champion will receive an additional 25,000 meal donation from the grocer.

Through Food Lion Feeds, Food Lion has made a commitment to provide 500 million meals to individuals and families in need by the end of 2020. Since the launch of Food Lion Feeds in 2014, the grocer has donated more than 280 million meals through in-store campaigns, in-store food rescue programs and associate volunteerism.

### 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 committed to provide 500 million meals to individuals and families in need by the end of 2020. Food Lion is a company of Delhaize America, a U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit [www.foodlion.com](http://www.foodlion.com).

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