



Food Lion Feeds Invites Kids to “Roar Against Hunger” by Participating in Design-a-Reusable-Bag Contest through Oct. 10

September 16, 2016

Winning Design to Be Featured on Reusable Bag Sold in More Than 1,000 Food Lion Stores

Public Company Information:

OTCBB: ADRNY

SALISBURY, N.C.--([BUSINESS WIRE](#))--In 2016, Food Lion Feeds partnered with Food Lion customers to provide more than 1 million meals to families in need through the sale of special Food Lion Feeds reusable bags sold in its stores. The grocer is now inviting kids ages 5-14 to participate in its Food Lion Feeds “Summers Without Hunger” Design-a-Reusable-Bag Contest. The winning design will be featured on Food Lion Feeds reusable bag, which will be sold in more than 1,000 stores in June 2017. The campaign is anticipated to help provide another 1 million meals to hungry families.

To participate in the contest, children are asked to draw how they would help feed someone who is hungry in their drawings. Kids can show how everyone in the community can help, from family members, friends, their heroes, their school, another organization – or even Food Lion! In addition to having his or her drawing featured on the 2017 reusable bag, the grand prize winner will also receive an iPad Mini2 and a \$2,000 donation to a food bank in his or her name. Four runner-ups will also receive an iPad Mini and a \$1,000 donation to a food bank in their names.

There is no purchase necessary to enter or win. Entry forms, specific instructions and the official rules are available at www.foodlion.com/feeds. All entries must be received by Food Lion by Oct. 10, 2016. The contest is open to legal residents of Delaware, Georgia, Kentucky, Maryland, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia, or West Virginia and the District of Columbia (DC), ages 5 to 14, with permission of their parent or legal guardian.

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 65,000 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 Amsterdam-based Royal Ahold Delhaize Group (OTC: ADRNY). For more information, visit www.foodlion.com.

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