



## **Food Lion Feeds Hunger Relief Day to Provide \$5 Off Admission to Public on Friday, Sept. 23 in Exchange for Donation of Five Food Lion Branded Non-Perishable Items**

September 7, 2016

Fairgoers from across the state will be able to get into the Virginia State Fair for \$5 cheaper after donating five cans of Food Lion branded product in exchange for a coupon off the regular \$15 admission. Youth and senior tickets will be just \$6 instead of \$11, with the donation.

All food will be donated to FeedMore to help the nearly 200,000 Central Virginians who face hunger. Through its comprehensive program and network of nearly 300 partner agencies, FeedMore distributes 51,000 meals each day across 34 cities and counties to the children, families and seniors who struggle with hunger.

"We are very appreciative of our continued partnership with Food Lion and their dedication to our mission of fighting hunger in Central Virginia," said Tim McDermott, Chief Development Officer at FeedMore. "By teaming up with the good folks from Food Lion and the State Fair of Virginia at the Meadow Event Park, we will be able to raise awareness about the serious issue of hunger and provide our community with the opportunity to make an impact and help our neighbors in need."

"We're very excited about this opportunity to help feed families in Virginia by partnering with Food Lion. One of our fair's most important goals is to create exceptional community connections, and this certainly accomplishes that," said Marlene Pierson-Jolliffe, Virginia State Fair executive director. "Fairgoers will have the opportunity to save money on their admission, plus they'll know that they are helping put food on someone's table. It's a win-win situation."

In addition, Richmond-area Food Lion stores are offering coupons good for \$5 off the purchase of a State Fair weekday Unlimited Ride Wristband. Fairgoers who use the coupon at the fair can get a wristband for just \$20.

"Food Lion is excited to offer this opportunity to fairgoers while helping to benefit hunger families in the greater Richmond area at the same time," said Frankie Marshburn, director of operations for Food Lion's Richmond market. "Through our Food Lion Feeds community relations program, Food Lion is working to create a better tomorrow by uniting with customers and partners to eliminate the choices families are forced to make when they are hungry."

The 2016 State Fair of Virginia will run from Sept. 23 through Oct. 2. Information is available at [StateFairVa.org](http://StateFairVa.org).

### **About Virginia State Fair**

The State Fair is held each fall at its permanent home at The Meadow Event Park in Caroline County. The fair's mission is to increase agricultural and natural resource awareness and interest through educational programs, exhibitions and competitions in a fun, family-friendly setting.

### **About Food Lion**

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,100 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. For more information, visit [www.foodlion.com](http://www.foodlion.com).

### **About FeedMore**

FeedMore is Central Virginia's core hunger-relief organization comprised of programs like the Central Virginia Food Bank, Meals on Wheels, the Mobile Pantry and Kids Cafe. Spanning nearly one-third of the state, across 34 counties and cities, FeedMore serves nearly 200,000 individuals in the region's most vulnerable populations – children, families and seniors. Working together to efficiently and effectively fight hunger, FeedMore's multi-tiered approach and comprehensive programs are dedicated to nourishing the community while empowering lives. For additional information, please visit [FeedMore.org](http://FeedMore.org), find us on Facebook and follow us on Instagram and Twitter.

### **Contact:**

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