



Food Lion, Coca-Cola and CIAA to Provide \$35,000 in Scholarships Through Essay Contest

January 11, 2016

Winners Also Receive Tickets to 2016 CIAA Basketball Tournament, Feb. 27- 28

Public Company Information:

NYSE: DEG

Food Lion, together with Coca-Cola Zero and the Central Intercollegiate Athletic Association (CIAA), are proud to once again offer the Food Lion Essay Contest as part of the 2016 CIAA Basketball Tournament. A total of \$35,000 in scholarship grants will be awarded to CIAA students.

Students of the CIAA are encouraged to submit a 500 to 700 word essay answering the question – “How is safety on campus impacting your CIAA school and what changes would you like to see happen?”

The contest will start today and run through – Saturday, Jan. 23. Four grand prize winners will be chosen to receive a \$5,000 scholarship. They will also receive two tickets to the tournament, two nights of hotel accommodations along with \$500 for travel expenses. In addition, 15 first place winners will also be awarded \$1,000 scholarships.

“Through committed partners like Food Lion and Coca-Cola Zero, the CIAA can achieve our goals of providing students with opportunities to further their education,” says Jacqie McWilliams, CIAA commissioner. “Together we are making an impact on the lives of our future leaders and it feels great.”

Food Lion has been the official supermarket partner of the CIAA for 22 years and is a proud sponsor of the CIAA Women’s Basketball Tournament. For more information about the contest, visit <http://www.ciaatournament.org/get-social/ciaa-essay-contest>.

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 66,000 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. For more information, visit www.foodlion.com.

About the CIAA

Founded in 1912, the Central Intercollegiate Athletic Association (CIAA) is the first African American athletic conference and one of the most recognized conferences in Division II. The CIAA conducts 16 championships attended by more than 150,000 fans from around the country. Headquartered in Charlotte, North Carolina, the CIAA is governed by the Presidents and Chancellors of its 12 member-institutions: Bowie State University, Chowan University, Elizabeth City State University, Fayetteville State University, Johnson C. Smith University, Lincoln University of Pennsylvania, Livingstone College, Saint Augustine’s University, Shaw University, Virginia State University, Virginia Union University and Winston-Salem State University. For more information on the CIAA, visit theciaa.com. For more information on the CIAA Basketball Tournament, visit CIAATournament.org, like us on Facebook and follow us on Twitter and Instagram.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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