



Harveys Supermarket Customers 'Take a Bite Out of Hunger' by Helping to Donate Apples to Local Food Banks

November 22, 2010

First Donation of 8,600 Pounds of Apples Set for Nov. 23 at Second Harvest Food Bank of South Georgia in Valdosta, Ga.

Harveys Supermarket and its customers are partnering with FirstFruits Marketing of Washington this holiday season to donate thousands of pounds of apples to needy families through its "Take a Bite Out of Hunger" campaign. The campaign began in October and will run through January 31.

The supermarket will make its first donation of 8,600 pounds of apples to the Second Harvest Food Bank of South Georgia between 10 a.m. and 11 a.m. Tuesday, Nov. 23 at the food bank on 1411 Harbin Circle in Valdosta, Ga.

"Our goal is to donate more than 60,000 pounds of apples to local food banks between now and Christmas," said Michael Purvis, Director of Produce at Harveys Supermarkets. "This donation will help so many people as they find ways to cope with providing nutritious foods this holiday season."

Every time a customer purchases Washington State Apples, Harveys will donate apples to a local food bank with the goal of donating more than 60,000 pounds by the end of the campaign.

Purvis expects the next donation to be made sometime during the week before Christmas. The national FirstFruits Marketing of Washington campaign aims to donate 1 million apples to food banks throughout the U.S.

About Harveys

Harveys is an affiliate of Food Lion LLC, a subsidiary of Brussels-based Delhaize Group (DEG) (NYSE: DEG). Harveys operates approximately 70 stores in Georgia, Florida and South Carolina. For more information go to www.harveys-supermarkets.com

SOURCE Harveys Supermarket

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