



Top-10 Things to do at Food Lion Speed Street

May 22, 2012

Fans Can Experience Music, Racing and Interactive Displays

The 18th annual Food Lion Speed Street begins May 24 with a full lineup of consumer experiences over the course of three days. The free festival will entertain an estimated 400,000 fans by means of live entertainment, access to racing's brightest stars, and displays from sponsors Food Lion, Coca-Cola, Miller Lite, General Mills, Chevrolet and many more.

Fans can look forward to a multitude of activities including Food Lion Speed Street's "Top-10 Things to Do."

1. Food Lion Speed Street Parade

During opening ceremonies on Thursday, May 24 starting at noon, Food Lion Speed Street will offer attendees a parade featuring event grand marshal and NASCAR Hall of Fame inductee Ned Jarrett; the drum corps from the West Charlotte High School Marching Band; the No. 18 M&M's show car in celebration of the 18th year of the event; a super-sized Food Lion grocery cart; and General Mills characters. The parade will begin at the Cheerios stage in the Food Lion Kids' Zone presented by General Mills. It then will proceed to the Coca-Cola stage located in front of the NASCAR Hall of Fame.

2. Miller Lite

Miller Lite will introduce its new "punch-top can" to attendees as well as entertain them with a question-and-answer and autograph session with Brad Keselowski, driver of the No. 2 Miller Lite Dodge.

The Miller Lite stage will feature national artists and the Miller Lite Great Taste Music Series winners at the parking lot near the corner of South Tryon Street and Stonewall Street, across from the Mint Museum.

Date Miller Lite Stage

Thursday, May 24 Easton Corbin at 9:45 p.m.

Friday, May 25 Halestorm at 9:30 p.m.

Saturday, May 26 Casey James at 8 p.m. and Clay Walker 9:30 p.m.

3. Coca-Cola

The Coca-Cola stage will entertain Food Lion Speed Street guests with a variety of driver appearances including Tony Stewart, Ryan Newman and Jeff Burton; giveaway opportunities; fan interactive programs and more. The Coca-Cola stage will be located on Martin Luther King Jr. Boulevard between Brevard Street and Caldwell Street at the NASCAR Hall of Fame entrance.

Date Coca-Cola Star

Thursday, May 24 Evelyn "Champagne" King at 9 p.m. and Midnight Star and 9:45 p.m.

Friday, May 25 Justin Moore at 9:30 p.m.

Saturday, May 26 Night Ranger at 8 p.m. and Loverboy at 9:45 p.m.

Coca-Cola and Miller Lite are teaming up to prevent drunk driving with a designated driver program at Food Lion Speed Street. Attendees participating in the designated driver program will receive a specially-designed wristband and will be entitled to a free water compliment of Coca-Cola and Miller Lite.

4. Food Lion Kids' Zone presented by General Mills

Throughout the weekend, the Cheerios stage will be active with live, family entertainment including a visit on Friday, May 25 from 3:30 – 5:30 p.m. by the No. 31 Wheaties racing pit crew and crew chief Drew Blickensderfer. Jeff Burton also will make an appearance from 5 – 7 p.m.

In addition, General Mills will present Big Bang Boom, a powerful trio that writes and performs parent-friendly children's music.

5. Taste of Food Lion Stage Cooks Up Something Tasty

Throughout the three days, Food Lion will have several interactive cooking demonstrations at the Taste of Food Lion stage as well as driver appearances including Kyle Busch, Aric Almirola and Ryan Newman. Almirola and Newman will participate in cooking demonstrations with Chef Nicky.

Visit the Taste of Food Lion stage to watch the Hellmann's Recipe Challenge presented by My Essentials. Fans can showcase their cooking skills for a chance to meet Dale Earnhardt Jr. Contestants will be selected from Food Lion Speed Street attendees with the Hellmann's Recipe Challenge taking place each day at 3 p.m.

6. Test Drive A Chevy

Your Carolina Chevy Dealers will provide an opportunity to test drive several Chevrolet models at Food Lion Speed Street. Test drives will be given on Brevard Street next to the NASCAR Hall of Fame.

7. N.C. Cash

At Food Lion Speed Street, N.C. Cash will be promoting its missing money program. One in eight people have unclaimed money and an opportunity at the three-day festival to determine if their names are on the missing money list.

8. Donate To Second Harvest Food Bank

Food Lion and the organizing committee for Food Lion Speed Street, the 600 Festival, will support Second Harvest Food Bank in its efforts to feed the hungry. Fans are encouraged to bring two canned food goods to the Second Harvest Food Bank tent located near the Food Lion cooking stage. Participants will be entered to win a prize each day which may include driver meet and greets, musician/artist meet and greets, and/or VIP hospitality (prizes are subject to change).

In addition, Food Lion Speed Street sponsors can donate unused product each day to Second Harvest Food Bank.

9. The N.C. Highway Patrol

The N.C. Highway Patrol will be promoting a no texting and driving campaign. Fans can experience a controlled demonstration on the dangers of texting and driving. Driver of the No. 18 M&M's Toyota Kyle Busch and top fuel dragster Doug Herbert will take the "challenge" on Friday, May 25 at 2:30 p.m.

10. NASCAR Hall of Fame

Throughout Food Lion Speed Street, the 150,000-square-foot NASCAR Hall of Fame will be open and is an interactive, entertainment attraction honoring the history and heritage of NASCAR. The high-tech venue, designed to educate and entertain race fans and non-fans alike includes artifacts, hands-on exhibits, 278-person state-of-the-art theater, Hall of Honor and more. The venue is open seven days a week.

The event provides multi-day entertainment for fans attending the Coca-Cola 600 on Sunday, May 27 at Charlotte Motor Speedway.

Admission to Food Lion Speed Street is free. The festival opens each day at noon. For a schedule of events, visit www.600festival.com or Facebook.

About Food Lion

Food Lion, based in Salisbury, N.C., is a Delhaize America Company, which is the U.S. division of Brussels-based Delhaize Group (NYSE: DEG) and operates more than 1,100 supermarkets. The company employs approximately 57,000 associates delivering quality products, low prices and service to customers in 10 Southeastern and Mid-Atlantic states. For more information, visit www.foodlion.com.

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