



Food Lion to Sponsor Second Annual Charlotte Student Hunger Drive

September 19, 2011

Six-Week Competition Among Area High Schools to Collect Food for the Hungry

Starting October 3, Charlotte-area students from 17 high schools will kick off the Second Annual Charlotte Student Hunger Drive, a six-week food drive competition sponsored by Food Lion.

Local teens will compete in talent competitions and other food collection activities during the kickoff event at Second Harvest Bank of Metrolina Food Bank at 500-B Spratt Street, Charlotte, NC 28206. Schools will compete from Oct. 3-Nov. 16 to find out which high school will be the one to collect the most food during the six weeks.

"We had such success in our inaugural year that we increased our school participation by nearly 50 percent up from 12 schools to 17 schools already registered this fall," said Natalie Jenkins, Executive Director of the Charlotte Student Hunger Drive. "Now, thanks to Food Lion, our students will have access to additional incentives, shopping spree competitions and bulk discounts to assist them in their collection of food."

In addition to serving as the presenting sponsor, Food Lion will support the "The Food Lion MVP Award," given to the student who exemplifies extraordinary leadership during the Charlotte Student Hunger Drive campaign. This student is someone who went above and beyond in planning, executing and promoting the mission of the Charlotte Student Hunger Drive to their campus and surrounding community. The student will receive a \$250 scholarship.

"Food Lion is firmly committed to alleviating hunger and promoting nutrition education in our communities," said Bill Garcia, Community Relations Manager for Delhaize America, parent company of Food Lion. "Joining forces with the Charlotte Student Hunger Drive will allow us another opportunity to increase our efforts towards the goal of eliminating hunger."

Participating Mecklenburg County schools include: Ardrey Kell High School; Butler High School; Cannon High School; Charlotte Catholic High School; Central Cabarrus High School; East Mecklenburg High School; Fort Mill High School; Leadership & Public Service High School at Garinger; Harding University High School; Hickory Ridge High School; Myers Park High School, Nation Ford High School; Olympic High School; Philip O. Berry Academy of Technology; Providence High School; Rocky River High School and South Mecklenburg High School.

Additional hunger drive related events are as follows:

Saturday, Oct. 29 and Saturday, Nov. 5, (TBA)

Food Lion Fast Feet

Four students from top schools will have 90 seconds to fill their grocery carts with food that will count toward their school pound total. Students, Mascots, bands, cheer all encouraged to attend to cheer on!

Tuesday, Nov. 15, ALL DAY

Loading Days at each participating school bound for Second Harvest of Metrolina Food Bank

Wednesday, Nov. 16, 5 to 7 p.m.

Awards Rally at Second Harvest of Metrolina Food Bank

About Student Hunger Drive-Charlotte

The Student Hunger Drive, a non-profit organization was founded in 1986 and has collected over 13 million pounds of food valued at over \$24 million since its inception. The Charlotte-based organization founded in 2010, is based on the same model of the original Student Hunger Drive and collected over 50,000 pounds of food valued at over \$50,000 in its first year. Led by Grant Pohlmann and Natalie Jenkins, Student Hunger Drive Charlotte, strives to develop young community leaders while feeding those in need in Mecklenburg and surrounding counties. Its mission is to unite and empower area high school students in the commitment to feed the hungry and promote volunteerism. For more information on Student Hunger Drive or student events and activities, please visit www.studenthungerdrive.org/charlotte

About Food Lion

The Food Lion family, based in Salisbury, N.C., operates more than 1,200 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Harveys or Reid's. These stores meet local customer needs and preferences for the freshest and best quality products. The Food Lion family employs approximately 62,500 associates in 11 Southeast and Mid-Atlantic states. For more information, visit www.foodlion.com

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