

**Media Advisory and Photo Opportunity**

**FOR IMMEDIATE RELEASE**  
**June 10, 2015**

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**Food Lion Feeds Launches its Reusable Bag to Fight Summer Hunger**

The bag was designed by Food Lion Feeds Youngest Fans in a Roar Against Hunger Art Contest

**What:** This summer, Food Lion is partnering with customers in its more than 1,100 stores, beginning June 9, to help solve summer hunger through its Food Lion Feeds Reusable Bag campaign. The specially marked bag was designed by Food Lion's youngest fans through a Roar Against Hunger Design-A-Bag Contest.

**Who:** Food Lion, along with the winner of the Design-A-Bag contest winner, the Food Bank of Southeastern Virginia and the Eastern Shore, Virginia Peninsula Food Bank and local officials.

**When:** Saturday, June 13, 2015  
10:30 a.m.

Food Lion  
25102 Lankford Hwy, Onley, VA

Food Lion  
3960 Salem Boulevard, Virginia Beach, VA

**Details:** Food Lion Feeds will host a special signing event of the bag for Sierra Harris and Leena Gil, co-winners of Design-A-Bag contest. Food Lion Feeds will also present the food bank a check in honor of the winner while encouraging its customers and residents of Newport News and Virginia Beach to help end hunger buy purchasing the Reusable Food Lion Feeds bag.

**###**

The Foodbank of Southeastern Virginia  
and the Eastern Shore is a proud member of:





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### About the Foodbank of Southeastern Virginia

The Foodbank of Southeastern Virginia and the Eastern Shore, a member of Feeding America® and the Federation of Virginia Food Banks, has been providing food for those facing hunger since 1981. To date, we have distributed over 230.5 million meals throughout our service area, which includes the cities of Norfolk, Portsmouth, Chesapeake, Suffolk, Franklin, and Virginia Beach as well as the counties of Southampton, Northampton, Sussex, Isle of Wight, and Accomack.

### 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. Food Lion is a company of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG). For more information, visit [www.foodlion.com](http://www.foodlion.com).

For up-to-date information on the Foodbank, find us online at [foodbankonline.org](http://foodbankonline.org); like us on Facebook at [facebook.com/SEVAFoodbank](https://facebook.com/SEVAFoodbank); or follow us on Twitter at [twitter.com/FoodbankSEVA](https://twitter.com/FoodbankSEVA). To give, text FEED to 757-550-3535.

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