



Media Contact:
Mallory Reckling
Marketing and Communications Manager
mreckling@foodbankonline.org
(757) 314-4575 direct | (757) 621-6257 cell

FOR IMMEDIATE RELEASE

Food Lion Feeds and Foodbank Partnership Tackle Hunger in Portsmouth

NORFOLK, VA | Oct. 11, 2023 – According to the City of Portsmouth’s Poverty Study, the city has a higher rate of poverty (18%) than both the Commonwealth of Virginia (10.6%) and the United States (13.4%). In an effort to address food insecurity and enhance access to essential services and nutritious food for the residents of Portsmouth, Food Lion Feeds, the Foodbank of Southeastern Virginia and the Eastern Shore, and Mercy Chefs have collaborated to establish a dedicated food distribution at the Food Lion parking lot located at 5734 Churchland Blvd. on Saturday, Oct. 14, from 1-3 p.m. No appointment is necessary, but the event is first-come, first-served. Food Lion Feeds was founded in 2014 by Food Lion to address food insecurity in the towns and cities it serves.

This innovative partnership aims to create a convenient hub where individuals can access much-needed food – including fresh produce, protein, and shelf-stable pantry items – easily. Additionally, the event will connect guests with support services, programs, and referrals available in the community. The last distribution of this kind was held on June 17 and served more than 200 families in less than 90 minutes.

Ahead of the event, on Friday, Oct. 13, representatives from Food Lion will spend time at the Foodbank preparing for the distribution by packing grocery and toiletry kits as well as stocking the 757 Mobile Market.

About the Foodbank

For more than 40 years, the Foodbank of Southeastern Virginia and the Eastern Shore has provided more than 400 million meals to those in our community who face hunger. Through our programs, facilities, and large network of community partners, we work to eliminate hunger daily. Our understanding of the need for a long-term solution has led to the creation of a refreshed strategic plan aimed at moving Hampton Roads closer to achieving the mission of eliminating hunger for those we serve—not only for the day, or for the week, but for a lifetime. For up-to-date information, visit [foodbankonline.org](https://www.foodbankonline.org) or follow us on social media.

About Food Lion

Food Lion is an omnichannel retailer committed to nourishing its neighbors during the moments that matter most. More than 82,000 associates across 1,100+ stores deliver an easy, fresh and affordable shopping experience throughout 10 Southeastern and Mid-Atlantic states. Through its ‘Count on me’ culture, Food Lion fosters a sense of belonging for all associates, promoting a diverse and inclusive environment that has supported LGBTQ+ equality for nearly two decades. Food Lion is the only company in the country to be named an ENERGY STAR Partner of the Year for 22 consecutive years. It also pioneered a food rescue program to support food-insecure neighbors. Through Food Lion Feeds, the retailer has donated more than 1 billion meals to individuals and families since 2014 and has committed to donate 1.5 billion meals by 2025. Founded and based in Salisbury, N.C., since 1957, Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Ahold Delhaize. For more information, visit [foodlion.com](https://www.foodlion.com).