



MEDIA ADVISORY



Food Lion Donating Produce Equivalent to 5,200 Meals to Food Bank Partner Agency

Media Contacts:

| | | |
|---|--|---|
| Christy L. Simmons Food Bank of CENC (919) 865-3050 (office) (919) 906-4798 (mobile) csimmons@foodbankcenc.org | Jennifer Caslin Food Bank of CENC (919) 865-3063 (910) 508-0547 jaslin@foodbankcenc.org | Benny L. Smith Food Lion (704) 310-4077 (704) 754-2650 BLSmith@foodlion.com |
|---|--|---|

PHOTO OPPORTUNITY:

Food Lion Produce Donation distributed to local families.

INTERVIEW OPPORTUNITY:

- **Food Bank Representative**

WHAT: Food Lion will make a produce donation valued at a retail cost of \$4,000 to a Food Bank Agency in Hampstead, NC. The "Produce Give-A-Ways" will provide more than 5,200 meals. The donation consists of the following product:

- 16 cases of Yellow Onions
- 11 cases of Carrots
- 25 Cases of White Potatoes
- 25 Cases of Navel Oranges
- 21 Cases of Gala Apples
- 21 Cases of Creamy Peanut Butter
- 21 Cases of Tuna
- 11 Cases of Whole Kernel Corn
- 11 Cases of Green Beans
- 8 Cases of Reusable Bags

The donation will be sorted and bagged at the Food Bank agency and distributed directly to individuals.

WHERE: Livingstones Tabernacle
127 Sloop Point Road
Hampstead, NC 28443

WHEN: **Friday, February 28, 2014**
11:30 a.m.

WHY: The Food Bank of Central & Eastern NC distributes food to more than 560,000 individuals in their 34 county-service area struggling to provide meals for their families. In fiscal year 2012-2013, the Food Bank distributed nearly 52 million pounds of food to those in need with 17.9 million being fresh produce.

-end-