



NEWS RELEASE

FOOD LION CHARITABLE FOUNDATION GRANT FEEDS CHILDREN IN COLUMBUS COUNTY

Raleigh, N.C. (January 22, 2015) - The Food Bank's Weekend Power Pack program was created to provide wholesome, nutritious food to eat over the weekend to children who otherwise might not get a full meal until the following Monday. Thanks to a Food Lion Charitable Foundation FY15 Child Hunger Program Grant, \$10,000 will fund meals for children during the 2014-2015 school year. Funds from this grant will establish a Weekend Power Pack program serving 50 children at Chadbourn Elementary School, which was selected because of its debilitating 100% free and reduced cost breakfast and lunch eligibility rate among its students.

The Weekend Power Pack program primarily targets children who are income eligible for free and reduced cost meals at school. Children deemed to be at the highest risk of hunger are referred by teachers, social workers and guidance counselors, as well as by word of mouth from other participating children and their families.

Each week during the school year (an average of 34 weeks), children will receive a pack they can slip into their own backpacks with enough nonperishable, easy-to-prepare food for approximately six meals, including milk and fruit. Food Bank Volunteer Services will support this particular program by organizing the packing of the food at the Food Bank's Wilmington Branch and then collaborating with a local community partner to deliver the packs to Chadbourn Elementary. School personnel will ensure the children receive the packs on Thursday or Friday each week.

Rural Columbus County, where this school is located, staggers under significant and persistent poverty and food insecurity—35.5% of children are living in poverty according to the 2010 US Census, and Map the Meal Gap data put the child food insecurity rate at 29.9%. In the Food Bank's 34-county service area, only two counties have higher child food insecurity rates. The Food Bank currently supports 86 Weekend Power Pack sites which this year will serve 445,000 meals to 3,685 students so kids can return to school ready to learn—not struggling with hunger.

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About the Food Bank of Central & Eastern North Carolina

The Food Bank of Central & Eastern North Carolina is a nonprofit organization that has provided food for people at risk of hunger in 34 counties in central and eastern North Carolina for more than 30 years. The Food Bank serves a network of more than 800 partner agencies such as soup kitchens, food pantries, shelters, and programs for children and adults through distribution centers in Durham, Greenville, New Bern, Raleigh, the Sandhills (Southern Pines), and Wilmington. In fiscal year 2013-2014, the Food Bank distributed more than 53 million pounds of food and non-food essentials through these agencies. Sadly, hunger remains a serious problem in central and eastern North Carolina. In these counties, more than 651,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life. www.foodbankcenc.org.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, now 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. 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.

About Food Lion Feeds

For more than 50 years, Food Lion has been a strong philanthropic partner in the communities it serves. As a grocer, Food Lion's business is food. The company believes that no one should have to choose between dinner and paying rent or gasoline and buying groceries. Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to eliminate the choices families are forced to make when they are hungry. By the end of 2020, the company has pledged to provide 500 million meals to families in need in its local communities. For more information, visit www.foodlion.com/feeds.

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