



## Food Lion Feeds Hunger Relief Day to Be Held at N.C. State Fair Oct. 22

*5 Cans of Food = Free Admission*

**Media Contacts:** Jennifer M. Caslin                      Benny L. Smith  
Food Bank of CENC                                      Food Lion  
(919) 865-3063    (704) 310-4077  
(910) 508-0547    (704) 754-2650  
[icaslin@foodbankcenc.org](mailto:icaslin@foodbankcenc.org)                      [BLSmith@foodlion.com](mailto:BLSmith@foodlion.com)

**Raleigh, N.C. (October 19, 2015)** – For the 12th consecutive year, on Thursday, October 22, as part of Food Lion Feeds Hunger Relief Day, those attending the N.C. State Fair will have the opportunity to receive free admission into the fair with a donation of five cans of Food Lion brand items to benefit the Food Bank of Central & Eastern North Carolina and its sister food banks around the state.

Since 2004, this partnership with Food Lion and the N.C. State Fair has resulted in donations of more than 1.7 million meals (over 2 million pounds of food). Food Lion Feeds Hunger Relief Day is part of the grocer's commitment to provide 500 million meals to individuals and families in need by the end of 2020.

More than 400 volunteers work each gate at the fair to collect donations throughout the day. Last year fairgoers donated more than 168,000 meals or 200,403 pounds of food. The goal for this year's Food Lion Feeds Hunger Relief Day is to raise 210,000 meals, or 250,000 pounds of food. However, Assistant Commissioner of Agriculture Dr. Richard Reich has issued a challenge to the community to raise even more food for our hungry neighbors.

If this year's goal is met, the N.C. State Fair will donate \$1,000 to the Food Bank. If donations reach 275,000 pounds, the Fair will donate \$2,500. Should donations total 300,000 pounds or more, \$5,000 will be donated.

The Food Bank of Central & Eastern NC distributes food to nearly 650,000 individuals in their 34 county service area who live in food insecure households and struggle to access nutritious and adequate amounts of food necessary for an active and healthy life.

Based in Raleigh, the Food Bank of Central & Eastern North Carolina serves 34 counties in the central and eastern part of the state through six warehouses in Durham, Greenville, New Bern, Raleigh, Southern Pines and Wilmington and is one of seven Feeding America food banks in the state.

### **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 warehouses in Durham, Greenville, New Bern, Raleigh, the Sandhills (Southern Pines), and Wilmington. In fiscal year 2014-2015, the Food Bank distributed more than 57 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, nearly 650,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life. [www.foodbankcenc.org](http://www.foodbankcenc.org).

**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 66,000 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).

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