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MEDIA ADVISORY AND PHOTO OPPORTUNITY: OCTOBER 9, 2018

Food Lion to Announce \$91.7 Investment in Roanoke

What: Food Lion will announce the completion of its store renovations during a brief press conference. Food Lion recently completed a \$91.7 million investment, remodeling all 63 stores in the greater Roanoke market, and adding nearly 2,000 new jobs. Media will also have the opportunity for one on one interview with Food Lion President Meg Ham. Please respond to Benny Smith at blsmith@foodlion.com if you would like the interview.

Feeding America Southwest Virginia and Blue Ridge Area Food Bank will be represented for the unveiling of two new food delivery vehicles to benefit the food banks.

Who: Customers, media, local officials

When: Tuesday, October 9, 10:00 a.m.

Where: Food Lion
2110 Bennington Street SE
Roanoke, VA 24014

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,000 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, a U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.

About Feeding America Southwest Virginia

Feeding America Southwest Virginia was founded locally in 1981 and proudly commemorates 37 years of fighting hunger and changing lives through community partnerships. For the last three and a half decades, the Food Bank's ultimate mission has remained the same: eliminate hunger in the

region. The primary function of the Food Bank is to secure and distribute large quantities of food for Southwest Virginia's hungry. Approximately \$26.5 million worth of food and grocery related products are channeled annually through a network of more than 330 partner feeding programs in our 26-county, 9-city region that provide food or meals to those in need. The local Food Bank is an affiliate member of Feeding America. Visit www.faswva.org for more information or like us on [Facebook](#).