



FOR IMMEDIATE RELEASE

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Lidl US

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LIDL PARTNERS WITH SECOND HARVEST FOOD BANK OF METROLINA TO DONATE 800 TURKEYS TO HELP LOCAL FAMILIES CELEBRATE THE HOLIDAYS

As Part Of Holiday Giving Campaign, Lidl To Match Donations of Customers Purchasing \$5 Hunger Relief Bags To Help Thousands of Charlotte-Area Families Celebrate the Holidays

ARLINGTON, VA –Lidl kicked off its 2020 holiday giving campaign with a donation of 800 turkeys to Second Harvest Food Bank of Metrolina in Charlotte, North Carolina, which will help to feed hundreds of families this Thanksgiving. On Friday, November 13th at 11:00 a.m., Lidl employees will join Second Harvest Food Bank to hand off the turkeys, which will be distributed at the organization’s school-based mobile pantries leading up to the Thanksgiving holiday.

“Over 553,000 people in our 24 county service region live at or below the poverty level, including 188,000 children and almost 48,000 seniors,” said Kay Carter, Second Harvest Food Bank of Metrolina CEO. **“It is important for us to provide our agency partners with healthy food, and we are thankful to Lidl for helping us make sure that there will be a Thanksgiving meal for children, families, seniors, and veterans who struggle with hunger.”**

In addition to the turkey donation, starting Wednesday, November 11, Lidl will provide its customers with the opportunity to purchase \$5 hunger relief bags during checkout. Lidl will match each donation up to 10,000 bags and will distribute the hunger relief bags to locally-affiliated Feeding America food banks at the conclusion of the campaign. Each bag will contain shelf-stable items, such as tuna, pasta and canned vegetables, that are in demand at local food banks.

“Lidl is proud to partner with Second Harvest Food Bank of Metrolina and other great local food banks across our markets, to help alleviate hunger in our communities,” said Stefan Schwarz, Lidl US Chief Commercial Officer and EVP of Purchasing. **“In this year of even greater need, we are happy to launch a holiday giving campaign that will help put more food on the table for thousands of families across the Charlotte area this Thanksgiving.**

All of Lidl’s seven Charlotte-area stores will be selling \$5 hunger relief bags For more information on Lidl’s holiday giving campaign, visit www.lidl.com/holiday-food-donations.

About Lidl

Lidl operates around 11,200 stores and is active in 32 countries, employing more than 310,000 employees globally. Lidl offers customers the highest quality fresh produce, meat, bakery items



and a wide array of household products at the lowest possible prices. Lidl first established its U.S. headquarters in Arlington County, Virginia, in June 2015, and today sells its award-winning products in more than 110 stores across nine east coast states. For more information, visit www.Lidl.com.

About Second Harvest Food Bank of Metrolina

As part of Feeding America, Second Harvest Food Bank of Metrolina serves 24 counties in North and South Carolina. In FY2019-2020, Second Harvest Food Bank of Metrolina distributed over 70 million pounds of food and household items to over 800 hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low-income daycares. Follow the Food Bank on: [Facebook](#); [Twitter](#); [Instagram](#); [Linkedin](#); [YouTube](#).