



Together We CAN End Hunger

News Release

For Immediate Release

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Food Lion Feeds Presents Ninth Annual Carolinas Student Hunger Drive to Nourish Local Families *Six-Week High School Food Drive Competition Aims to End Hunger*

CHARLOTTE, N.C. – Each year high school students participate in a friendly competition all with the same goal: END HUNGER! Call it a rally cry or a call to social justice, these students inspire their school towns and cities to raise funds and collect food in a variety of ways, which they then donate to the Second Harvest Food Bank of Metrolina (SHFBM). Food Lion Feeds is serving as the presenting sponsor for the local event.

More than 200 high school students will gather to kick off the food drive at 6 p.m., Monday, February 11, at the food bank located at 500-B Spratt Street, in Charlotte, N.C.

"Last year, students collected more than **245,000 pounds of food in six weeks** – making it one of our most successful drives ever," said Jenner Wall, Director of SHFBM's Carolinas Student Hunger Drive. "We have some amazing young philanthropists in our community and expect the same level of enthusiasm, creativity and determination from them as they embark on the ninth annual food drive."

The mission of Carolinas Student Hunger Drive is to unite and empower area high school students in the commitment to feed the hungry and promote volunteerism. Nine high schools will compete for more than \$8,000 in cash and awards.

"We are excited to again work with these students and Carolina's Student Hunger Drive to provide food for customers and other families who need it the most," said Scott Libbey, vice president of the Central Division for Food Lion which includes Charlotte, N.C. "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. We are the towns and cities we serve and this local effort will help to nourish dozens of our neighbors in the surrounding Charlotte area."

Food Lion has sponsored the event since its inception in Charlotte. The Carolinas Student Hunger Drive competition will run from February 11 – March 25.

As the presenting sponsor, Food Lion Feeds will donate \$20,000. A \$500 scholarship, called “The Food Lion MVP Award,” will be given to the student who exemplifies extraordinary leadership during the Carolinas Student Hunger Drive campaign. This winning student will be someone who goes above and beyond in planning, executing and promoting the mission of the Carolinas Student Hunger Drive on their campus and in the surrounding community.

Additional Student Hunger Drive related events are as follows:

Friday, February 15 - Closes on February 21 at Midnight

Online Voting Facebook Talent Competition

Monday, March 4 - Sunday, March 17

Domino’s Online Video Competition

March 9 (tentative date) – Student “Give Day”

Students collect donations at Food Lion locations in close proximity to their schools

March 18-22, All Day

Loading Days: Food collected during the six-week drive will be boxed and transported to Second Harvest Food Bank of Metrolina

Monday, March 25, 6p.m.

Awards Rally at Second Harvest Food Bank of Metrolina

For more information please contact Donna Ragan, SHFBM Marketing & Communications Manager at dragan@secondharvest.org.

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About Carolinas Student Hunger Drive

As a program of Second Harvest Food Bank of Metrolina, the Carolinas Student Hunger Drive is a 6-week, student-led competition between local high schools to collect food for neighbors in need. The drive serves to unite and empower area high school students in the commitment to feed the hungry and promote volunteerism. Charlotte-based Carolinas Student Hunger Drive was founded in 2010 and has already collected 1,328,362 pounds of food for the Second Harvest Food Bank of Metrolina and its regional food pantry partners. Each spring, the Carolinas Student Hunger Drive organizes a 6-week competitive food drive in partnership with area high schools.

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 Ahold Delhaize USA, the U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.

About Second Harvest Food Bank of Metrolina

As part of Feeding America, Second Harvest Food Bank of Metrolina serves 19 counties in North and South Carolina. In FY2017-2018, Second Harvest Food Bank of Metrolina distributed over 54 million pounds of food and household items to over 700 hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low-income daycares.

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