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Food Lion's apple campaign focuses on those in need

In partnership with customers, Food Lion will help provide at least 1 million meals to neighbors facing hunger through its annual Food Lion Feeds Apple Bag campaign. The campaign runs Sept. 14-Oct. 4 and benefits Feeding America and local partner member food banks throughout Food Lion's 10-state operating area.

Customers may purchase a specially marked gala apple bag or make a cash donation at checkout in-store or online through Food Lion To Go. Food Lion Feeds, the omnichannel retailer's hunger-relief initiative, will provide five meals for the sale of every bag to Feeding America and its member food banks. Additionally, 100 percent of all cash donations will directly support Feeding America and its member food banks.

The annual campaign takes place in September to align with Hunger Action Month, a time when Food Lion Feeds deepens its extensive existing partnership with Feeding America to inspire people to take action and raise awareness of hunger in the United States. Since the Food Lion Feeds Apple Bag campaign began in 2014, customers have helped to provide more than 9 million meals through the sale of the specially marked apples.

"The gala apple bag campaign is one of the many ways our customers can help nourish our neighbors in need and make a big difference in their communities," said Kevin Durkee, manager of Food Lion Feeds. "With their support, we can create a better tomorrow to help eliminate the difficult choices many families are forced to make when they are facing hunger."

The bags sell for \$3.49 throughout the campaign. The total amount donated to each local food bank will be based on the number of eligible bagged apples sold in each food bank's service area, along with customer donations at the register.

Through Food Lion Feeds, Food Lion has helped to provide more than 970 million meals to individuals and families since 2014 and has committed to donate 1.5 billion meals by 2025.

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