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Food Lion's basketball partnership is nothing but net

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As the college basketball season sets to officially tipoff, the fifth season of Food Lion Feeds' Score to Give More program will bring together a record 54 collegiate basketball programs, including 16 women's teams. This represents an increase in participation compared to the previous year and helps nourish more neighbors experiencing hunger.

Through this collaboration to address food insecurity, Food Lion Feeds will help provide 100 meals (up to 30,000 meals per team) for every free throw made. The effort benefits Feeding America partner food banks throughout Food Lion's 10-state operating area. Food Lion Feeds was founded in 2014 by Food Lion to address food insecurity in the towns and cities it serves.

"By expanding our partnership to include women's basketball programs, we are able to increase awareness about food insecurity in our communities through Food Lions Feeds' Score to Give More program," said Kevin Durkee, manager of Food Lion Feeds. "Taking advantage of every free throw made, we engage college students in the fight against hunger. In addition to nourishing our neighbors, we look forward to an exciting collegiate basketball season through these partnerships."

In 2023, Food Lion Feeds' Score to Give More program has expanded from 33 to 54 men's and women's teams across Delaware, Georgia, Maryland, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia and West Virginia. The unique program will benefit 19 Feeding America local partner food banks serving communities where each school is located. Since 2019, Food Lion Feeds has donated more than 3.2 million meals through the combination of regular season and tournament free throws made by players.

The Score to Give More campaign is one of many efforts Food Lion Feeds leads in partnership with college campuses. In addition to this collegiate effort, Food Lion Feeds also teams up with universities for its Sack to Give Back campaign, providing 1,000 meals (up to 30,000 meals per school) for every quarterback sack made by the participating institution.

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