



For Immediate Release

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Blue Cross and Blue Shield of North Carolina and Food Lion Partner to Support Healthy and Hunger-free Communities

Giant Sort-A-Rama Event Will Repack 62,000 Pounds of Protein-Packed Beans

Winston-Salem, NC – May 23, 2017 – Two area companies are joining forces to support Second Harvest Food Bank of Northwest NC and its on-the-ground partners that work to assist families struggling with hunger across Northwest North Carolina. Blue Cross and Blue Shield of North Carolina (Blue Cross NC) and Food Lion provided special, additional gifts for the purchase of 62,000 pounds of pinto beans.

On Thursday, May 25, 2017, more than 250 employee volunteers will gather to repack the bulk beans into family-size bags during the annual Sort-A-Rama, a fast-paced food sorting event.

Winston-Salem Mayor Allen Joines and leaders from Blue Cross NC and Food Lion will kick off the event at 8:45 a.m. on Thursday, May 25, at the Dixie Classic Fairground Education Building, located at 421 27th St NW in Winston-Salem, NC.

“We know that the incidence of diet-related diseases, such as diabetes and hypertension, is significantly higher among individuals who are struggling to afford sufficient food,” said Clyde W. Fitzgerald, chief executive officer for Second Harvest Food Bank of Northwest NC. “Sort-A-Rama is great example of how we can work together to make our communities healthy and hunger-free. We are grateful for our partners and allies in this work, including our friends at Blue Cross NC and Food Lion. Sort-A-Rama is a fantastic morning of team-building and fellowship that will yield 775,000 serving of pinto beans, a versatile, vegetable protein packed with nutritional benefits.”

“At Food Lion, we believe that no one should have to choose between dinner and rent or gasoline and buying groceries,” said Scott Libbey, senior director of retail services for Food Lion’s Central Greensboro Division. “That’s why we’re so passionate about working with partners like Second Harvest Food Bank to end hunger in our local communities through Food Lion Feeds. Events like Sort-A-Rama provide a meaningful way for our associates to directly engage in helping to feed those in our community who need a helping hand, especially during the summer months when childhood hunger rises given schools are closed. Whether it’s in a Food Lion store, at Sort-a-Rama or anywhere in our community, we want the Winston-Salem area to know: you can count on your local Food Lion team.”

“Sort-A-Rama is vitally important to so many families in our state,” said Debbie Miller, Blue Cross NC’s vice president of care management operations and board member for Second Harvest Food Bank of Northwest NC. “We thank our friends at Second Harvest Food Bank of Northwest NC for allowing us and other businesses to do our part in relieving hunger in our communities. Together, we can make this a better place to live for all who call North Carolina home.”

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About Second Harvest Food Bank of Northwest NC

Second Harvest Food Bank of Northwest NC, the Feeding America affiliate for an 18-county service area, is the leading organization addressing hunger across our region. With the health and vibrancy of individual lives and our community at stake, we are a resource and partner to more than 450 on-the-ground programs. Together, we are on a mission to provide the healthy food that families need today and to engage our communities in eliminating hunger and its root causes. Collectively, our network serves as an essential source of nutrition for 300,000 people each year, including 100,000 children. Second Harvest Food Bank programs include special initiatives that are feeding our community by feeding futures, feeding opportunity, feeding health and feeding change. To learn more, visit www.hungernwnc.org. #feedingcommunity

About BCBSNC:

Blue Cross NC improves the health and well-being of our customers and communities by providing innovative health care products, services and information to more than 3.8 million members, including approximately 1 million served on behalf of other Blue Plans. The company employs more than 4,900 North Carolinians to serve our members through partnerships with 96 percent of the state's medical doctors and 99 percent of the state's acute-care hospitals. Blue Cross NC has been recognized as one of the World's Most Ethical Companies by Ethisphere Institute every year since 2012. Blue Cross NC is an independent licensee of the Blue Cross and Blue Shield Association. Visit Blue Cross NC online at bcbsnc.com. All other marks are the property of their respective owners.

About Food Lion

Food Lion, based in Salisbury, N.C., is a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG) and operates more than 1,100 supermarkets. The company employs approximately 57,000 associates delivering quality products, low prices and service to customers in 10 Southeastern and Mid-Atlantic states. For more information, visit www.foodlion.com.