



**STATE OF NORTH CAROLINA
HEALTH AND WELLNESS TRUST FUND COMMISSION**

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**FOR IMMEDIATE RELEASE
APRIL 7, 2004**

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Commission Announces Food Lion Gift Card Donation for Study Participants

The North Carolina Health and Wellness Trust Fund Commission (HWTFC) today announced that Food Lion will donate 1,000 \$5 gift cards to youth and parents participating in a UNC study measuring the effectiveness of the “What’s It Gonna Take?” teen tobacco prevention media campaign.

“This gift from Food Lion will provide an incentive for youth who participate in the study, as well as a gift for parents who allow their kids to participate,” says Lt. Governor Beverly Perdue, chair of the Commission. “The media component of our teen tobacco prevention program is an excellent way to reach teens, and we’re pleased Food Lion is part of our media research efforts.”

The media evaluation, involving approximately 500 North Carolina youth, will assess the effectiveness of the “What’s It Gonna Take” media campaign, which will hit North Carolina airwaves in mid-April. The Food Lion gift cards will be distributed to youth and parents of youth participating in the study.

“Food Lion is pleased to participate in the ‘What’s It Gonna Take’ program,” said Jeff Lowrance, company spokesman. “We are excited to partner with the commission and UNC in reaching teens with this important health message.”

The North Carolina Health and Wellness Trust Fund Commission makes North Carolina stronger, both physically and economically, by funding programs that promote preventative health. Created by the General Assembly in 2000 to allocate a portion of North Carolina’s share of the national tobacco settlement, HWTFC invested \$133 million to support progressive health initiatives.

Food Lion LLC is a subsidiary of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG). Food Lion operates more than 1,200 stores and employs approximately 73,000 associates, delivering “Extra Low Prices” and service to its customers, in 11 Southeastern and Mid-Atlantic states. Food Lion stores offer more than 28,000 different products.

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