



FOR IMMEDIATE RELEASE

Media Contact:
Samie Roberts
ASPIRE Communications & Marketing Inc.
samie@aspirecommunications.org
704.560.1250

TOP 10 REASONS TO ATTEND FOOD LION SPEED STREET PRESENTED BY COCA-COLA

STARS, CARS AND GUITARS ENTERTAIN FANS MAY 23-25

HARRISBURG, N.C. (May 20, 2013) – The 19th annual Food Lion Speed Street presented by Coca-Cola kicks off in three days in uptown Charlotte, complete with a variety of fun, interactive consumer displays. The free festival will entertain an estimated 400,000 fans by means of live entertainment, access to racing's brightest stars and displays from sponsors including Food Lion, Coca-Cola, Chevrolet and many more.

Fans will be entertained May 23-25 from noon to 11 p.m. with a multitude of activities including these top 10 things to do:

1. Fun For Kids of All Ages at the Food Lion Kids' Zone

Throughout the weekend, families will have the opportunity to enjoy activities for all ages, interact with family-friendly sponsors and be able to visit the local cultural museums on the Food Lion Kids' Zone block, including the Mint Museum and Bechtler Museum of Modern Art.

Within the Food Lion Kids' Zone, there will be supplying an array of kid-friendly fun including bounce houses, a rock climbing wall, a pitching booth provided by the Kannapolis Intimidators, and face painters, Tony the Tiger and Keebler the Elf courtesy of Kellogg's. The Carolina Panthers cheerleaders and Sir Purr will be on-hand to take photos with the kids and Ricky Stenhouse Jr. will stop by for an autograph session. A scavenger hunt within the Food Lion Kids' Zone will give kids another opportunity for prizes.

2. Live Entertainment on the Coca-Cola Stage

The Coca-Cola stage is home to all the musical entertainment for this year's festival. In addition, the stage will play host to a variety of driver appearances including Joey Logano, and Chevrolet drivers Tony Stewart and Danica Patrick. The Coca-Cola stage will be located on Martin Luther King Jr. Boulevard between Brevard Street and Caldwell Street at the NASCAR Hall of Fame entrance.

Date

Thursday, May 23

Coca-Cola Stage

Pradigy GT at 6 p.m.

Sol Fusion at 7:30 p.m.

Coca-Cola Presents: Jon B at 8:45 p.m.

Coca-Cola Presents: SWV at 9:45 p.m.

Friday, May 24

"Race to Stardom" Country Winner: Landon Parker Band at 6 p.m.

Saturday, May 25

Chevrolet Presents: Randy Houser at 7:45 p.m.

Chevrolet Presents: Jamey Johnson at 9:30 p.m.

Hair Nation at 4 p.m.

“Race to Stardom” Rock Winner: Blu Avenue at 5:30 p.m.

Coca-Cola Presents: Chelsea Bain at 6:30 p.m.

Coca-Cola Presents: Sister Hazel at 8:15 p.m.

Coca-Cola Presents: Survivor at 9:45 p.m.

In addition to nationally-renowned musical stars, two local bands, Landon Parker Band and Blu Avenue, earned a spot on the Coca-Cola stage through the Food Lion Speed Street presented by Coca-Cola’s “Race to Stardom” competition.

3. Food Lion Interactive Area

Meet some of your favorite drivers and interact with the best Food Lion has to offer in the Food Lion interactive area, located on Tryon Street at Fourth Street. Throughout the three days, attendees will have the chance to win prizes by playing a variety of games based on “The Price is Right,” “Family Feud” and “Supermarket Sweep.” Food Lion will also host racing celebrities including Richard Petty, Dale Inman and Aric Almirola. Almirola will host a question-and-answer session with Petty and Inman Friday, May 24 at 1:15 p.m.

4. Test Drive A Chevy

Food Lion Speed Street presented by Coca-Cola is proud to be home to the annual Chevy Ride-and-Drive program. A partner since 1995, Carolina Chevy Dealers offer fans the opportunity to test drive several of the newest models including the 2014 Silverado and Impala. In addition, attendees will have the chance to interact with Team Chevy racing displays and test drive other current models including the 2013 Cruze, Volt, Traverse, Equinox, Spark and Camaro. Test drives will be given on Brevard Street next to the NASCAR Hall of Fame.

5. North Carolina Cash

A little known fact: one in eight people have unclaimed money. North Carolina Cash will be promoting its missing money program for the second time at Food Lion Speed Street presented by Coca-Cola. In 2012, a total of \$47,646.08 was returned to its rightful owner during the three day festival. Stop by for a chance to collect your unclaimed money.

6. NASCAR Hall of Fame

NASCAR Hall of Fame is “where the race lives on.” Throughout Food Lion Speed Street presented by Coca-Cola, the 150,000-square-foot destination will be open from 10 a.m. to 6 p.m. and is a must-see for all attendees. The interactive, entertainment attraction tells the story of NASCAR’s history while honoring the sport’s memorable moments. The high-tech venue, designed to educate and entertain race fans and non-fans alike includes artifacts, hands-on exhibits, a 278-person state-of-the-art theater, a Hall of Honor and more.

7. Flying in Style

Southwest Airlines added three straight flights from Charlotte Douglas International Airport to Houston, Orlando and Chicago in April 2013. The airline, committed to delivering a sense of warmth, friendliness, individual pride and company spirit, will be spreading the word about the new flights and giving away two round-trip tickets at Food Lion Speed Street

presented by Coca-Cola. But that's not all. The airline also will give away 10,000 Fare Savers providing guests the opportunity to receive a discount on their next Southwest Airlines flight purchase. Stop by the display on Tryon Street between Martin Luther King Jr. Boulevard and Levine Avenue for a chance to win.

8. Great American BBQ Tour Comes to Charlotte

For the past five years, the Kansas City Barbeque Society has brought its Great American BBQ Tour to the country's biggest festivals and fairs preaching the "Gospel of Q," and this year, Food Lion Speed Street presented by Coca-Cola will be one of its premier stops. True to its name, the Great American BBQ Tour is dedicated to sharing barbecue and outdoor cooking techniques with fans across the nation. Join tour hosts, Mike and Christine Peters, as they cook up a storm on the Big Green EGG with featured recipes from Castle Wood Reserve, Reser's Fine Foods, Smithfield and Farmland. Of course, there will be plenty of hot-off-the-grill samples to go around so grab a front-row seat at the display located in the Third Street parking lot.

9. Food on the Run

The hottest trend in the cooking industry, food trucks, will make a debut at the 19th annual festival. Wingazza, The Herban Legend, Gourmet Goombahs and Queen City BBQ will serve a variety of cuisines throughout the three day festival including wings and pizza, American street food, Italian-American specialties and BBQ. Visit Tryon Street and Martin Luther King Jr. Blvd for a taste of the cult-favorite Charlotte food trucks.

10. NASCAR Appearances Galore

A part of the "10 greatest days in racing," Food Lion Speed Street presented by Coca-Cola offers unprecedented access to racing's biggest stars. NASCAR stars including Richard Petty, Danica Patrick, Tony Stewart, Chad Knaus and Dale Inman will be making appearances throughout the festival on the Coca-Cola stage, Food Lion Interactive Area, Creative Loafing display, Net 10 Wireless display, Kellogg's display and more.

As a precursor to the Coca-Cola 600 held at Charlotte Motor Speedway Food Lion Speed Street presented by Coca-Cola provides multi-day entertainment for fans.

The event is free to the public. The festival opens each day at noon ET. For more information please visit the newly redesigned, more user-friendly website at <http://www.600festival.com> or follow us on [Facebook](#) and [Twitter](#) @flspeedstreet.

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.

###