



**News Release:**

November 19, 2008

**Contact:**

Whitney Foote  
617-939-8361  
wfoote@coneinc.com

Jessica Pieciul  
617-939-8415  
jpie@coneinc.com

**Survey: Northeasterners would give up some \$10 purchases to make donation**  
*Majority of adults willing to make small sacrifices for charity*

SCARBOROUGH, Maine – A recent survey conducted by Hannaford Supermarkets shows that 71 percent of adults in the Northeast would give up buying two cups of coffee so they could donate \$10 to charity.

This holiday season, Hannaford is urging people to donate that money to the Hannaford Helps Fight Hunger campaign, where a \$10 Fund-a-Feast purchase will provide a box of food essentials to a local food pantry.

According to the survey, people in the Northeast are willing to give up some purchases in order to make a \$10 donation. Of those who purchase such items:

- 77 percent would be willing to not purchase a movie ticket once
- 75 percent would be willing to not purchase a lottery ticket once
- 71 percent would be willing to not purchase two cups of coffee once
- 66 percent would be willing to not purchase lunch once

In this time of increased need, Hannaford hopes to raise more than \$1 million to donate to local food banks and pantries. Last year, Hannaford raised \$500,000 through its Fund-a-Feast program, which donates a box of food essentials to local food banks and pantries.

“If people exchange one less-needed \$10 purchase for a donation this winter, they can help put dinner on the table for many people in need,” said Michael Norton, Hannaford spokesperson. “During what may be a challenging season, the Hannaford Helps Fight Hunger program is making it easy for our customers to give.”

The Fund-a-Feast program continues this season along with two other simple ways for consumers to donate. Starting November 30, customers can donate \$5 at the register

toward a Hannaford gift card for a local food bank in return for a coupon book worth more than \$50 in savings. Starting December 7, each time a Hannaford soup or cereal product tagged with "Buy 1/Give 1" is purchased, the same item will be donated to a local food bank.

"This year, members of the Northeast Regional Anti-Hunger Network (NERAHN) have been experiencing a rise in the need for food, and this survey by Hannaford Supermarkets gives us hope that consumers will continue to generously help their neighbors and communities during these tough economic times," said Christina Jordan, senior manager of community initiatives at Project Bread-The Walk for Hunger and spokesperson for NERAHN. "If everyone gave up something small to donate \$10 towards fighting hunger this holiday season, many people would benefit from receiving the nutritious food they need to stay healthy."

Each year, Hannaford donates more than 4,000 tons of food to pantries and food banks in Maine, New Hampshire, Massachusetts, New York and Vermont. As part of the Hannaford Helps Fight Hunger campaign and in celebration of the company's 125<sup>th</sup> anniversary, Hannaford donated \$125,000 this fall to food banks across five Northeast states.

#### **About Hannaford Supermarkets**

Hannaford Supermarkets, based in Scarborough, Maine, operates 167 stores and employs more than 27,000 associates in Maine, Massachusetts, New Hampshire, New York and Vermont. Most Hannaford locations have full-service pharmacies and all stores feature Guiding Stars, the nation's first storewide nutrition navigation system. Hannaford is owned by Delhaize Group of Brussels, Belgium. For additional information, visit [www.hannaford.com](http://www.hannaford.com).

#### **About Harris Interactive**

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

*The Hannaford Helps Fight Hunger survey was conducted online within the United States by Harris Interactive from November 5 to November 7, 2008, among 2,278 adults ages 18+ of whom 575 live in the Northeast. The data have been weighted to reflect the composition of the U.S. adult population. These online surveys are not based on probability samples and therefore no estimates of theoretical sampling error can be calculated.*

###