

FOR IMMEDIATE RELEASE

Southeastern Grocers creates change to honor military heroes

Community donation program provides in-store and virtual opportunities to support Folds of Honor

- Southeastern Grocers launches “round up” campaign in all BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores.
- BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie customers can easily round up their grocery bill to the nearest dollar at check out, now through the Fourth of July.
- Every cent donated to Folds of Honor helps provide a brighter future for the legacies of fallen and disabled service members through education.
- In partnership with Folds of Honor, the grocer will stream a virtual concert series and offer online donation matching to help encourage community members to support military families remotely during the COVID-19 pandemic.

JACKSONVILLE, Fla. (May 20, 2020) – Today, Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, announces the launch of a six-week community donation program to benefit Folds of Honor. The SEG Gives Foundation kicks off the donation program with a pledge to contribute \$100,000 in support of Folds of Honor’s mission to provide educational scholarships to the spouses and children of America’s fallen and disabled service-members.

Now through the Fourth of July, BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie customers can simply round up their total grocery bill to the nearest dollar at check out in honor of United States military heroes and their loved ones. Customers are also invited to donate during a virtual concert series shared on the grocer’s Facebook pages. Every cent donated to Folds of Honor helps provide a brighter future for the legacies of fallen and disabled service members through education.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “At Southeastern Grocers, we are dedicated to lifting up our communities when they need us the most. While our country stands strong in the face of this unprecedented pandemic, we firmly believe we must also remember to honor those who bravely fought on the front line for our freedom. We are proud to stand with Folds of Honor in support of those who have paid the ultimate sacrifice and their loved ones.”

(more)

Lt. Col. Dan Rooney, CEO and Founder of Folds of Honor, said, “While our country is battling an unusual enemy, we are proud of our patriotic partners at Southeastern Grocers who remain committed to honoring our servicemen and servicewomen. We greatly value our partnership with Southeastern Grocers, and we know the compassion and generosity their customers and associates have shown and continue to show will help strengthen our communities with educational opportunities for our military families.”

In addition to customers rounding up at the register, Southeastern Grocers will share a virtual concert series throughout the six-week community donation program in partnership with Folds of Honor. Customers and country music fans can enjoy a virtual Memorial Day concert by multi-award winning Country music artist, Lee Brice from home on Monday, May 25 at 8 p.m. EST through a live-stream video shared on the BI-LO, Winn-Dixie and Folds of Honor Facebook pages. Viewers can download the mySet app to interact with Lee Brice, request songs and make donations to Folds of Honor. Updates on additional concert dates will be shared throughout the donation program on BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie Facebook pages.

Southeastern Grocers will match donations made to Folds of Honor during the virtual concerts and, for those interested in additional contactless donation opportunities, the grocer will also match online donations made to Folds of Honor during the six-week community donation program, up to \$100,000. Those who prefer to make an online donation at FoldsofHonor.org can simply select “Southeastern Grocers” in the “Employer Matching” section to have the donation matched.

The Coca-Cola Company has generously pledged to donate \$50,000 in support of Southeastern Grocers’ continued partnership with Folds of Honor, which allows the grocer to expand its support of the customers, associates and families of those who have served, continue to serve or have made the ultimate sacrifice for our country. Last year, Southeastern Grocers’ donation of more than \$1.2 million to Folds of Honor provided at least 243 educational scholarships to the children and spouses impacted by a loved one’s sacrifice for the United States military.

Since 2007, Folds of Honor has awarded approximately 24,500 educational scholarships to spouses and children of America’s fallen and disabled service members. Last year alone, Folds of Honor awarded 4,500 educational scholarships throughout the United States, including more than 1,400 scholarships within the seven states Southeastern Grocers serves.

Customers are encouraged to visit their neighborhood BI-LO, Fresco y Más, Harveys Supermarket or Winn-Dixie store for more information on how to contribute. Southeastern Grocers continues to have elevated safety standards and asks customers to maintain a two-cart-length distance throughout the store and at checkout by utilizing floor markers set to encourage social distancing to help alleviate community concerns.

(more)

About Southeastern Grocers

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is one of the largest conventional supermarket companies in the U.S. SEG grocery stores, liquor stores and in-store pharmacies serve communities throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring associates and strong commitments to providing the best possible quality and value to customers. For more information, visit www.bi-lo.com, www.frescoymas.com, www.harveysupermarkets.com and www.winndixie.com.

About SEG Gives Foundation

SEG Gives Foundation is the charitable arm of Southeastern Grocers, parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores. SEG Gives Foundation aligns our giving with the causes that are important to the communities we serve, including the fight against hunger and relief to those affected by extreme weather and natural disasters.

About Folds of Honor

Folds of Honor is a 501(C)(3) nonprofit organization, rated a four-star charity by Charity Navigator and platinum on GuideStar, that provides educational scholarships to the families of military men and women who have fallen or been disabled while on active duty in the United States armed forces. Our educational scholarships support private educational tuition and tutoring for children in grades K-12, as well as higher education tuition assistance for spouses and dependents. Founded in 2007 by Lt. Col. Dan Rooney, a PGA Professional and F-16 fighter pilot in the Air Force Reserves who served three tours of duty in Iraq, the Folds of Honor is proud to have awarded nearly 24,500 scholarships in all 50 states and some US territories, including approximately 4,500 in 2019 alone. For more information or to donate in support of a Folds of Honor scholarship, please visit foldsofhonor.org.

###

For SEG interviews or images contact:

Kaley Shaffer

Sr. Manager, Consumer Communications and Community Affairs

Cell: (904) 612-9441

media@segrocers.com