

FOR IMMEDIATE RELEASE**Winn-Dixie partners with American Cancer Society in support of Breast Cancer Awareness Month***Grocer spreads hope to those impacted by breast cancer through community donation program*

JACKSONVILLE, Fla. (Sept. 30, 2020) – Winn-Dixie is partnering with American Cancer Society’s Making Strides Against Breast Cancer during the month of October to raise funds and spread hope to those impacted by breast cancer. Now through Nov. 3, customers in Alabama, Mississippi and Columbus, Georgia can help their neighbors fighting breast cancer by rounding up their total grocery bill to the nearest dollar.

All customer contributions collected during the community donation program will go directly towards funding and conducting groundbreaking research, sharing expert information, supporting patients and families and spreading awareness about breast cancer prevention.

Lynn Rushing, Regional Vice President of Winn-Dixie, said, “Winn-Dixie is dedicated to supporting American Cancer Society in its mission to free the world of cancer. As the daughter of a breast cancer survivor, I know firsthand how impactful Making Strides is to have as a resource and the importance of being uplifted by a community. Winn-Dixie’s ‘people first’ mentality and commitment to amazing organizations like Making Strides gave my family hope during my mom’s battle with breast cancer, and together, we can lift up the thousands of individuals fighting their own battles.”

Winn-Dixie is committed to walking hand-in-hand with American Cancer Society to spread hope to those affected by breast cancer and raise awareness about the importance of early detection. According to American Cancer Society, heightened awareness and earlier detection has helped decrease the death rate of breast cancer in women by 40% since 1989. However, with nearly 15,000 new cases of breast cancer in Alabama, Georgia and Mississippi this year alone, the need for support is still great.

Kathy O’Neill, Director of Development of American Cancer Society, said, “On behalf of the American Cancer Society, our many dedicated volunteers, and those we serve, I would like to thank Winn-Dixie for its continued generosity and support in the fight against cancer and our Making Strides Against Breast Cancer event. We are proud to partner with this great organization in attacking cancer from every angle.”

Winn-Dixie’s relationship with American Cancer Society and Making Strides Against Breast Cancer spans 12 years and the neighborhood grocer intends to continue supporting that partnership to better serve the local community. In 2019, Winn-Dixie expanded its fundraising efforts to include all Alabama and Mississippi stores, as well as stores in Columbus, Georgia, and donated more than \$519,000 to Making Strides Against Breast Cancer through generous customer contributions and special events.

Winn-Dixie customers in Alabama, Mississippi and Columbus, Georgia can donate to American Cancer Society's Making Strides Against Breast Cancer at their local store when they check out.

About Winn-Dixie

Founded in 1925, Winn-Dixie grocery stores, liquor stores and in-store pharmacies serve communities throughout five southeastern states - Alabama, Florida, Georgia, Louisiana and Mississippi. Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast. For more information, please visit www.winndixie.com and www.segrocers.com.

About SEG Gives Foundation

SEG Gives Foundation is the charitable arm of Southeastern Grocers, Inc. (SEG), parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores. The SEG Gives Foundation aligns giving with causes that are priorities to the communities SEG serves, including the fight against hunger, support for military service members and their families, relief to those affected by extreme weather and natural disasters and quality educational opportunities for students. Southeastern Grocers strives to be ingrained in its communities and, through the SEG Gives Foundation, better the lives of its customers and neighbors.

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