

FOR IMMEDIATE RELEASE**Winn-Dixie announces community donation program benefitting Ochsner Cancer Institute**

Grocer rallies Louisiana customers to help the fight against cancer through community donation program and virtual fundraising gala

JACKSONVILLE, Fla. (Sept. 30, 2020) – Winn-Dixie is teaming up with Ochsner Health to support patients undergoing cancer treatments. Now through Oct. 27, Winn-Dixie customers in Louisiana can help their neighbors fighting cancer by rounding up their total grocery bill to the nearest dollar.

Winn-Dixie has been partnering with Ochsner Health for years to keep local communities strong and healthy. American Cancer Society estimates that nearly 26,500 people in Louisiana will be diagnosed with a form of cancer in 2020, and Winn-Dixie's support of Ochsner Cancer Institute will provide crucial funds needed to serve those individuals. Winn-Dixie will present a check, made possible through the community donation program, to Ochsner at its annual fundraising event, Moonlight & Miracles Gala.

Joey Medina, Regional Vice President for Winn-Dixie, said, "At Winn-Dixie, we make it a priority to invest in the matters that are important to the communities we serve. We are proud to partner with like-minded organizations such as Ochsner in support of our brave neighbors battling cancer. It takes a village to serve and heal people, and Winn-Dixie is honored to be a part of that community."

Ochsner Health's eighth annual Moonlight & Miracles Gala in support of cancer awareness will be held virtually and televised from the centerfield of the Mercedes-Benz Superdome on Sunday, Nov. 1. Winn-Dixie is partnering with Ochsner to create a three-course dinner kit for sponsors and patrons to prepare and enjoy while watching the gala broadcast. This year's virtual event will feature compelling presentations, an online auction, Mercedes-Benz car raffle and more.

Michelle Dodenhoff, Executive Vice President and Chief Development Officer for Ochsner Health, said, "Our team at Ochsner Cancer Institute is so excited to team up with Winn-Dixie to make a positive impact on the lives of cancer patients and their families. The generosity of Winn-Dixie will help us provide the quality healthcare our community needs and deserves. We look forward to continued commitment to serving families during these vulnerable times."

Ochsner Health has a vast prominence in Louisiana and a renowned reputation worldwide for serving and healing patients, as well as being leaders and innovators in their industry. The Ochsner Cancer Institute, one of the largest comprehensive cancer centers in the Gulf South, has cared for patients from all 50 states and 28 countries at its facilities in the New Orleans region, St. Tammany Parish, Baton Rouge and North Louisiana. In 2019, Ochsner served more than 32,000 adult and pediatric cancer patients and is committed to providing expert cancer care.

With a 64-year history in Louisiana, Winn-Dixie takes pride in supporting local organizations like Ochsner that are dedicated to caring for its neighbors. Winn-Dixie's relationship with Ochsner, which began in 2017, continues to expand every year because of the grocer's dedication to investing in its communities and supporting the wellbeing of its customers. Since the beginning of its partnership, SEG Gives Foundation and Winn-Dixie have donated nearly \$234,248 to Ochsner Health System.

Winn-Dixie encourages its customers in Louisiana to support the great healthcare that Ochsner Health provides the community. Customers can round up their total grocery bill at the register during the month of October to support those battling cancer. Those interested in purchasing the three-course dinner kit from Winn-Dixie are encouraged to visit Ochsner.org/moonlight for more information on menu, pricing, pick-up times and locations.

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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