

FOR IMMEDIATE RELEASE**Winn-Dixie teams up with American Cancer Society for Breast Cancer Awareness Month***Grocer encourages customers to make donations to support neighbors impacted by breast cancer*

JACKSONVILLE, Fla. (Oct. 6, 2021) – During the month of October, Winn-Dixie is partnering with American Cancer Society’s Making Strides Against Breast Cancer to raise awareness and essential funds needed to support the fight against breast cancer. Now through Oct. 26, customers in Alabama, Mississippi, the Florida Panhandle and Columbus, Georgia are encouraged to simply round up their grocery total at checkout to help combat the second most deadly cancer faced by American women.

Winn-Dixie cares passionately about the health and wellbeing of individuals in the communities it serves and is greatly aware of the widespread impact of breast cancer, with 1 in every 8 women developing breast cancer in their lifetime. The customer contributions collected during Winn-Dixie’s community donation program will go directly towards supporting patients and families, conducting groundbreaking research, sharing critical information about breast cancer prevention and encouraging annual screenings, which leads to early detection.

Lynn Rushing, Regional Vice President of Winn-Dixie, said, “Winn-Dixie has a long history of being there for communities during their most vulnerable moments, and we know facing a cancer diagnosis is one of those unfathomable times. Our strong relationship with Making Strides allows our communities to come together and support neighbors fighting for their lives as we aid the American Cancer Society in providing crucial resources and community support to those touched by the disease, including my own family when my mom was diagnosed with breast cancer. Winn-Dixie is proud to join Making Strides in offering hope and healing to individuals living with this horrible disease.”

According to American Cancer Society, 30% of new cancer cases in women in 2021 will be breast cancer. Winn-Dixie is uniting with Making Strides and the community to help raise the lifesaving funds needed to attack the dangerous disease. The neighborhood grocer is committed to fostering its ongoing partnership with the American Cancer Society to offer optimistic support to individuals and families affected by breast cancer.

Suzannah Weeks, Senior Campaign Manager, Mobile, Alabama of American Cancer Society, said, “We are so thrilled and excited about the partnership the American Cancer Society has with Winn-Dixie. And we are even more thrilled to be bringing back an ‘in-person’ event here in South Alabama for the city of Mobile. We intend to make this a special day and celebrate our survivors and thrivers in their entire journey. We want people to know American Cancer Society is with them every step of the way, and we thank Winn-Dixie for taking those steps with us. Cancer has not stopped and neither have we!”

Winn-Dixie will continue supporting its longstanding partnership with American Cancer Society's Making Strides Against Breast Cancer and other organizations to better serve the local community. Since the onset of its partnership, Winn-Dixie, its associates and generous customers have raised nearly \$700,000 for Making Strides Against Breast Cancer through charitable contributions and community events.

Additionally, Winn-Dixie and its parent company, Southeastern Grocers, together with donations from generous customers, recently raised more than \$112,000 to support hunger relief in the communities it serves. This donation is in addition to the grocer's charitable foundation's contribution of \$150,000 to Feeding America® network food banks for Hunger Action Month®, including \$25,000 to Feeding the Gulf Coast in Mobile, Alabama.

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 Southeastern Grocers

Southeastern Grocers Inc. (SEG), parent company and home of 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 five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. 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.frescoymas.com, www.harveysupermarkets.com and www.winndixie.com.

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For SEG interviews or images contact:

Meredith Hurley
Director, Public Relations and Community
Cell: (904) 612-9441
media@segrocers.com