

FOR IMMEDIATE RELEASE**Winn-Dixie announces community donation program to benefit Ochsner Cancer Institute***Grocer aims to raise crucial funds for individuals and families fighting cancer*

NEW ORLEANS (Oct. 7, 2021) – Today, Winn-Dixie announces the launch of a community donation program during the month of October to raise funds for the Ochsner Cancer Institute. All money raised will help the renowned institution in providing exceptional treatment and health care to individuals living with cancer and offer essential support and resources to families of cancer patients.

Now through Oct. 26, Winn-Dixie customers can round up their grocery total at checkout or make donations of their choice at the register in all Louisiana stores to support local patients at the Ochsner Cancer Institute. Ochsner’s cancer centers across the state have been dedicated to cancer research and new cancer treatment development for more than 70 years. The funds raised will directly benefit the Ochsner Cancer Institute with a goal of positively impacting the quality of life of patients by offering world-class care at one of the top cancer facilities in the Gulf South.

Joey Medina, Regional Vice President at Winn-Dixie, said, “Winn-Dixie has a 65-year history of serving our communities along the Gulf Coast – a region known for resilience in the face of adversity. We are honored to continue our support of the Ochsner Cancer Institute as they strive to offer quality service and insurmountable strength to people when they need it most. Winn-Dixie commends Ochsner for its devotion to patients and families, and we stand with the institution in its tremendous dedication to making our communities stronger.”

Winn-Dixie is committed to partnering with organizations like the Ochsner Cancer Institute, one of the largest comprehensive cancer centers in the Gulf South region. The health system provides the personalized care and state-of-the-art treatment critically needed to build healthier communities. Ochsner Cancer Institute aims to provide the highest level of care in the region to patients by offering advanced technology and treatment options so that patients do not have to leave the state for high-quality cancer care. Ochsner’s integrative oncology program underscores an important focus of the institute’s multidisciplinary approach: the social, physical and emotional impacts of cancer treatment. At the Ochsner Cancer Institute, disease-specific teams collaborate to deliver outstanding outcomes and help patients and their families navigate this complex disease and its treatment.

Shon Cowan Baker, PhD, Vice President for Philanthropy at Ochsner Health, said, “The Ochsner Cancer Institute believes in offering high quality care close to home. Thanks to the ongoing support from Winn-Dixie and the communities we serve, Ochsner Cancer Institute is able to deliver the lifesaving care needed to build a healthier community – for today and generations to come.”

Winn-Dixie is honored to continue its longstanding partnership with Ochsner Health, an organization that shares the grocer's dedication to caring for the community during challenging times. Since 2017, Winn-Dixie and its generous customers have donated more than \$320,000 to Ochsner Health to support the wellbeing of patients and families along the Gulf Coast.

Additionally, Winn-Dixie and its parent company, Southeastern Grocers, together with the donations from generous customers, recently raised more than \$112,000 to support hunger relief. 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 Second Harvest Food Bank in New Orleans.

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.

###

For SEG interviews or images contact:

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