

FOR IMMEDIATE RELEASE

Winn-Dixie donates more than \$358,000 to American Cancer Society Making Strides Against Breast Cancer
Donation builds on partnership with nonprofit by achieving \$1 million Making Strides contribution milestone

JACKSONVILLE, Fla. (Nov. 10, 2021) – Today, Winn-Dixie is proud to announce the donation of \$358,572 to the American Cancer Society’s Making Strides Against Breast Cancer. The generous donation builds on an established partnership between the grocer and the organization with a total contribution of \$1 million over the lifetime of the collaboration.

To achieve this milestone contribution, Winn-Dixie associates and customers throughout Alabama, Mississippi, the Florida Panhandle and Columbus, Georgia rallied behind the organization and its mission of bringing awareness and attention to the widespread impact of breast cancer through community events and cause-related campaigns.

Lynn Rushing, Regional Vice President of Winn-Dixie, said, “At Winn-Dixie, we take pride in being the neighbor our neighbors can count on – especially during tough times. For more than a decade, we’ve been strongly committed to the American Cancer Society’s Making Strides Against Breast Cancer, and we sincerely hope our contribution to the cause makes a difference. We are truly humbled to share this amazing milestone donation with our friends in the fight against breast cancer, and we proudly celebrate our progress and honor our pledge to continue on this journey together.”

American Cancer Society research indicates, apart from skin cancers, breast cancer is the most common form of cancer among women with an estimated 281,500 new invasive breast cancer cases projected in 2021. The Making Strides Against Breast Cancer movement assists breast cancer patients, survivors and caregivers by providing an essential network of support throughout the lifechanging journey of diagnosis, treatment and recovery.

Suzannah Weeks, Senior Development Manager (Mobile, Alabama) of American Cancer Society, said, “On behalf of the American Cancer Society and our team of leaders and volunteers, we sincerely thank Winn-Dixie for its dedicated commitment to supporting Making Strides. Winn-Dixie has been a loyal partner for years and we are so proud of the \$1 million donation milestone we’ve accomplished together. Cancer is a disease that we fight together, and because of passionate community partners like Winn-Dixie, the American Cancer Society will continue its progress in making cancer history.”

Winn-Dixie’s donation will support the organization by offering the critical help needed for ongoing research, educational support and supplemental resources to help with early detection and risk reduction, ensuring that every patient receives the best possible chance of fighting the deadly disease.

As a grocer deeply rooted in the communities it serves, Winn-Dixie is passionate about supporting causes that are priorities to its customers and associates, and directly enhance the quality of life of its neighbors. The grocer will continue to partner with organizations that are also passionate about providing essential support to neighbors in need, including the fight against hunger, relief to those affected by extreme weather and natural disasters and support for military service members and their families. Additionally, to support the brave individuals who have served and continue to make sacrifices for our country each day, Winn-Dixie is offering an 11% discount to all veterans and active military service members this Veterans Day, Nov. 11, on all qualifying grocery purchases with a valid military ID to show appreciation for their service.

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.

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