



PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY, BLD. 200 | JACKSONVILLE, FL 32256 | 904-783-5000

FOR IMMEDIATE RELEASE

Southeastern Grocers donates more than \$336,000 in honor of U.S. Military Families

Grocer and customers team up to support Folds of Honor

JACKSONVILLE, Fla. (Nov. 14, 2018) – Today, Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores, is proud to announce the donation of more than \$336,000 to Folds of Honor, an organization that provides educational scholarships to spouses and children of America’s fallen and disabled service members.

In honor of Veterans Day, Southeastern Grocers partnered with Folds of Honor to recognize the sacrifices made by America’s military members and their families, and to show gratitude for their honorable service. The donation of more than \$336,000 was made possible through generous in-store donations by associates and customers made from Nov. 1 through Nov. 12.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “At Southeastern Grocers, we are grateful for the immense sacrifices of our veterans and active military, who have and continue to fight for our freedom. We sincerely thank our associates and customers who generously donated to support Folds of Honor as they continue to serve the families of America’s fallen heroes.”

Major Dan Rooney, Founder and CEO of Folds of Honor said, “Folds of Honor is humbled and extremely grateful to the loyal associates and customers at Southeastern Grocers for the generous donations raised in stores. Because of this support, 67 new educational scholarships will be provided to spouses and children of America’s fallen and disabled service-members.”

Since 2007, Folds of Honor has awarded nearly 20,000 scholarships; in the Southeast alone Folds of Honor has awarded nearly 1,500 scholarships and over \$6.5 million in life changing scholarships to deserving U.S. military families this fall. By standing with Folds of Honor, Southeastern Grocers customers honored the sacrifice of fallen and disabled servicemen and women by providing educational scholarships for the spouses and children left behind in the pursuit to protect American freedoms.

Southeastern Grocers will also donate more than \$8,500 to the United Service Organization (USO), honoring the grocers pledge to donate one dollar for every dozen premium roses and Celebrate America Bouquet sold between Nov. 7 and Nov. 13.

About Southeastern Grocers

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, 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 seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, 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.bi-lo.com, www.frescoymas.com, www.harveyssupermarkets.com and www.winndixie.com.

About Folds of Honor

Folds of Honor is a 501(C)(3) nonprofit organization, rated a four-star charity by Charity Navigator and platinum on GuideStar, that provides educational scholarships to the families of military men and women who have fallen or been disabled while on active duty in the United States armed forces. Our educational scholarships support private educational tuition and tutoring for children in grades K-12, as well as higher education tuition assistance for spouses and dependents. Founded in 2007 by Major Dan Rooney, a PGA Professional and F-16 fighter pilot in the Air Force Reserves who served three tours of duty in Iraq, the Folds of Honor is proud to have awarded nearly 20,000 scholarships in all 50 states and some US territories, including approximately 4,000 in 2018 alone. For more information or to donate in support of a Folds of Honor scholarship, please visit foldsofhonor.org.

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