

## **FOR IMMEDIATE RELEASE**

### **Winn-Dixie Expands Community Partnership with Ochsner Hospital for Children**

*Neighborhood grocer builds on community donation program to raise funds for pediatric care*

**NEW ORLEANS, La. (Feb. 13, 2019)** – Deepening its commitment to Louisiana, Winn-Dixie announces an exclusive community donation program benefitting Ochsner Hospital for Children as part of its expanded role as presenting sponsor for the 2019 King Cake Festival.

Recognizing the significance of community in the area, Winn-Dixie will once again activate a community donation program across its Louisiana footprint. Beginning Wednesday, Feb. 13, through Tuesday, March 5, customers at all Louisiana Winn-Dixie locations will be invited to make donations at the register to support Ochsner Hospital for Children. In addition, the neighborhood grocer will donate a percentage of its king cake sales throughout Mardi Gras season to Ochsner Hospital for Children. The dollars raised will impact the lives of young patients and support programs such as the Michael R. Boh Center for Child Development, which offers personalized, family centered patient care to children with a range of physical, cognitive and behavioral disabilities.

**Anthony Hucker, President and CEO of Southeastern Grocers, said,** “We are truly excited to take this next step in our partnership with Ochsner Hospital for Children as we continue to deepen our roots and further solidify our enduring commitment to communities across Louisiana. Winn-Dixie has a strong history in Louisiana, and we're proud to be rooted in this region for more than 60 years. We're always looking for ways we can improve the health and happiness of our local communities, which is why we are passionate about supporting Ochsner and other organizations that share our compassion for the people we serve.”

In support of Ochsner Hospital for Children, Winn-Dixie has partnered with Riverdale High School's Talented Arts Program to custom design 63 second line umbrellas, representing its 63-year history in South Louisiana. The second line umbrellas, which were featured at the King Cake Festival, will also be showcased at select Winn-Dixie stores along parade routes throughout the greater New Orleans area. Winn-Dixie will also take part in Ochsner's annual parade, where young patients decorate wagons like floats and parade throughout the hospital with the festive second line umbrellas.

Additionally, for the second consecutive year, in partnership with Ochsner Hospital for Children, Winn-Dixie will grant a Mardi Gras wish to a young patient and his/her family by hosting them as special guests on its float for the Krewe of Argus parade, giving the family a deserving, memorable experience unique to South Louisiana heritage.

“The Ochsner Hospital for Children family is so grateful that New Orleans has embraced King Cake Festival and its cause,” said Thomas Harris, Jr., FACHE, Vice President of Pediatrics at Ochsner Hospital for Children. “The generosity of our sponsors, including Winn-Dixie, and attendees touches the lives of so many in our community by helping us provide the quality healthcare our kids need and deserve.”

Adding to the festivities, Winn-Dixie will host pop-up community parking lot events at stores along parade routes featuring performances by regional favorites and local food items such as jambalaya and boiled crawfish. The second line umbrellas decorated by Riverdale High School will be raffled off to lucky customers at the celebrations.

### **WINN-DIXIE AND OCHSNER MARDI GRAS EVENT DATES**

#### **King Cake Sales Donation**

Jan. 6 – March 5  
All Louisiana Stores

#### **Ochsner Hospital for Children Community Donation Program**

Wednesday, Feb. 13 – Tuesday, March 5  
All Louisiana stores

#### **Krewe of Poseidon Community Parking Lot Party featuring Rockin' Dopsie**

Saturday, Feb. 16 from 3 – 6 p.m.  
Winn-Dixie Store #1502  
3030 Pontchartrain Ave., Slidell, LA

#### **Krewe of Muses Community Parking Lot Party featuring Royal Essence Showband**

Thursday, Feb. 28 from 3 – 6 p.m.  
Winn-Dixie Store #1430  
5400 Tchoupitoulas St., New Orleans, LA

#### **Krewe of Endymion Community Parking Lot Party featuring Amanda Shaw**

Saturday, March 2 from Noon – 3 p.m.  
Winn-Dixie Store #1472  
401 N. Carrollton Ave., New Orleans, LA

#### **Winn-Dixie "Grant a Mardi Gras Wish" Krewe of Argus Mardi Gras Parade Ride**

Tuesday, March 5 – Mardi Gras Day

Winn-Dixie has proudly served the Gulf Coast community for more than 60 years and is honored to partner with Ochsner Hospital for Children, an organization that shares an equal sense of commitment for serving those in need. With 29 stores, the neighborhood grocer is deeply rooted in Louisiana and will continue to partner with local organizations that share its love for the area's indigenous culture.

#### **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](http://www.winndixie.com) and [www.segrocers.com](http://www.segrocers.com).

#### **About Winn-Dixie Gives**

SEG Gives is the charitable arm of Southeastern Grocers, the parent company of BI-LO, Fresco y Más, Harveys and Winn-Dixie supermarkets dedicated to supporting the communities we serve and the causes that impact our customers.

**About Ochsner Health System**

Ochsner Health System is Louisiana’s largest non-profit, academic, healthcare system. Driven by a mission to Serve, Heal, Lead, Educate and Innovate, coordinated clinical and hospital patient care is provided across the region by Ochsner's 30 owned, managed and affiliated hospitals and more than 80 health centers and urgent care centers. Ochsner is the only Louisiana hospital recognized by U.S. News & World Report as a “Best Hospital” across four specialty categories caring for patients from all 50 states and more than 60 countries worldwide each year. Ochsner employs more than 18,000 employees and over 1,200 physicians in over 90 medical specialties and subspecialties, and conducts more than 700 clinical research studies. Ochsner Health System is proud to be a tobacco-free environment. For more information, please visit [ochsner.org](http://ochsner.org) and follow us on Twitter and Facebook.

**For SEG interviews, or images contact:**

Kaley Shaffer, Senior Manager, Consumer Communications  
904-612-9441 (cell)  
[media@segrocers.com](mailto:media@segrocers.com)

###