

FOR IMMEDIATE RELEASE

Winn-Dixie Donates more than \$51,000 to Ochsner Hospital for Children

Neighborhood grocer and generous customers team up to raise funds

NEW ORLEANS, La. (March 5, 2018) – Through generous customer donations, along with additional contributions made by Winn-Dixie Gives, the neighborhood grocer announced today that it will donate \$51,894 to Ochsner Hospital for Children.

Recognizing the importance of supporting stronger communities, Winn-Dixie activated a community donation program across its entire Louisiana footprint on February 7. Over a two-week period, funds were raised through customer contributions made in Winn-Dixie stores during checkout. The grocery store added to the donation by giving a percentage of king cakes sales throughout Mardi Gras season.

Anthony Hucker, President and CEO of Southeastern Grocers said, “We sincerely thank our associates and customers in Louisiana for their charitable spirits and generous contributions. This donation represents our longstanding commitment to the Gulf Coast community. It is our privilege to partner with organizations such as Ochsner Hospital for Children to make a difference in young lives and to proudly serve the community that has shopped with Winn-Dixie for more than sixty years.”

The \$51,894 donation represents one component of a larger community partnership between Winn-Dixie and Ochsner Hospital for Children. The collaboration began with a special Mardi Gras Ladders project commissioned through Young Artists Young Aspirations and themed “Hope,” “Courage” and “Belief” in honor of the young patients at Ochsner Hospital for Children. One of those patients, 11-year-old liver and kidney transplant survivor Dayja Davis, was a special guest on Winn-Dixie’s float in the Krewe of Argus parade.

Trey Edwards, Winn-Dixie Regional Vice President for Alabama, Louisiana and Mississippi said, “Community is so important to the people of Louisiana – that’s what we’re all about. It is rewarding for our team to give back, not only in dollars, but also by sharing priceless experiences with young patients like Dayja.”

Ochsner Hospital for Children has offered exceptional pediatric care for over 75 years. The dollars raised for the health system will help to support patients and programs such as the Michael R. Boh Center for Child Development, which will offer personalized, family-centered patient care to children with a range of physical, cognitive and behavioral disabilities.

Thomas Harris Jr., Vice President of Pediatrics for Ochsner Health System said, “This charitable donation from Winn-Dixie, will create, sustain and grow programs and opportunities for our Ochsner Hospital for Children patients. Programs like the Michael R. Boh Center for Child Development, which will provide treatment close to home for children with developmental disabilities, would not be possible without the generous support of our community partners.”

Winn-Dixie has been part of the Gulf Coast community for more than 60 years and takes pride in building strong relationships with inspiring local groups. The neighborhood grocer is honored to partner with organizations such as Ochsner Hospital for Children, an institution that shares the same level of commitment for serving communities in need throughout Louisiana.

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 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 and follow us on Twitter and Facebook.

For SEG interviews, or images contact:

Kaley Shaffer, Manager, Consumer Communications
904-612-9441 (cell)
media@segrocers.com

###