

**FOR IMMEDIATE RELEASE**

**Southeastern Grocers Launches Veterans Day Wall of Honor  
to Benefit Hope For The Warriors**

- Southeastern Grocers, together with the Southeastern Grocers Foundation, launches community donation program from Nov. 2-15 throughout BI-LO, Fresco y Más, Harveys and Winn-Dixie stores.
- Southeastern Grocers continues partnership with Hope For The Warriors, a nationwide organization dedicated to serving veterans.
- Southeastern Grocers operates approximately 750 grocery stores in communities with some of the highest military veteran populations in the Southeast.

**JACKSONVILLE, Fla. (Nov. 2, 2016)** - Leading up to Veterans Day, Southeastern Grocers, the parent company of BI-LO, Fresco y Más, Harveys and Winn-Dixie stores, today announced the launch of their Veterans Day Wall of Honor community donation program in all stores, together with the Southeastern Grocers Foundation. Now through November 15, customers and associates can show their support for veterans of the armed forces by making a donation at checkout to benefit Hope For The Warriors, an organization that provides service members, veterans and military families that are focused on transition, health and wellness, peer engagement and connections to community resources.

When customers make a donation at any BI-LO, Fresco y Más, Harveys or Winn-Dixie store, they will be provided a Dedication Card with the opportunity to write a special message to their own military hero. These personal dedications will build a Wall of Honor at each store as a visual tribute to those who served, continue to serve and have sacrificed for the nation.

**Ian McLeod, President and CEO of Southeastern Grocers said,** "This Veterans Day, we continue to show our military and their families the appreciation we have for the sacrifices they have made for the nation. Together with our associates and customers, we honor those that have served by raising funds and awareness for Hope For The Warriors and share our admiration for our service men and women with thousands of inspirational dedication cards throughout our stores.

The Southeast has some of the highest military veterans populations in our country, so we join our associates, customers and communities in saying "thank you," to those service members who have fought for the nation's freedom."

"Hope For The Warriors is extremely grateful to Southeastern Grocers and its customers for their support this Veteran's Day, honoring the service of our veterans," said [Robin Kelleher](#), co-founder and president of Hope For The Warriors. "Through this campaign, they are helping us reach thousands of patriotic Americans who truly understand the sacrifices of our veterans, service members, military families and families of the fallen. As we celebrate our 10<sup>th</sup> anniversary, the continued support of Southeastern Grocers, its partners, vendors

and customers has made a momentous impact allowing us to serve thousands in need through our nationwide programs.”

Customers can show their support on social media if they like, follow and share BI-LO, Fresco y Mas, Harveys, Winn-Dixie and Hope For The Warriors Facebook posts and Twitter feeds with #AllforHonor; or honor a veteran by posting a dedication on [www.facebook.com/allforhonor](http://www.facebook.com/allforhonor).

### **About Hope For The Warriors**

Founded in 2006, Hope For The Warriors is a national nonprofit dedicated to restoring a sense of self, family and hope for post 9/11 veterans, service members and military families. Since its inception, Hope For The Warriors has served approximately 10,000 through a variety of support programs focused on transition, health and wellness, peer engagement and connections to community resources. The nonprofit’s first program, A Warrior’s Wish, has granted 151 wishes to fulfill a desire for a better quality of life or support a quest for gratifying endeavors. In addition, Run For The Warriors has captured the hearts of more than 22,000 since 2010. For more information, visit <http://www.hopeforthewarriors.org>, Facebook or Twitter.

### **About Southeastern Grocers Foundation**

The Southeastern Grocers Foundation is the charitable arm of Southeastern Grocers, parent company of BI-LO, Fresco y Mas, Harveys, and Winn-Dixie supermarkets. The Southeastern Grocers Foundation aligns our giving with three charity pillars, providing support to the causes that are important to the communities we serve. We support our nation’s service men, women and their families; fight hunger in our communities; and provide relief to those affected by a natural disaster.

### **About Southeastern Grocers**

Southeastern Grocers, LLC, parent company and home of BI-LO, Fresco Y Mas, Harveys and Winn-Dixie grocery stores, is the second-largest supermarket in the Southeast based on store count. The company employs nearly 60,000 associates who serve customers in approximately 750 grocery stores, 140 liquor stores and 500 in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco Y Mas, Harveys and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and loyal associates, and strong commitments to providing the best possible quality and value to customers. For more information, visit [www.bi-lo.com](http://www.bi-lo.com), [www.frescoymas.com](http://www.frescoymas.com), [www.harveyssupermarkets.com](http://www.harveyssupermarkets.com) and [www.winndixie.com](http://www.winndixie.com).

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