

## FOR IMMEDIATE RELEASE

### **Winn-Dixie Supports American Cancer Society with Making Strides Against Breast Cancer Partnership**

*Grocer expands on longstanding history with community donation program spanning three states*

**JACKSONVILLE, Fla. (Sept. 25, 2019)** – Today, Winn-Dixie announces a partnership with the American Cancer Society Making Strides Against Breast Cancer. Now through Oct. 31, customers can support individuals fighting breast cancer by rounding up their grocery total to the nearest dollar at all Alabama and Mississippi Winn-Dixie stores, as well as stores in Columbus, Georgia.

For more than a decade, Baldwin County and Mobile, Alabama Winn-Dixie stores have partnered with Making Strides to assist locals impacted by breast cancer. This year, Winn-Dixie is expanding its fundraising efforts beyond Alabama to include stores in its neighboring states. Customers are invited to make donations at store registers to support the fight against breast cancer and to raise awareness about the disease. All contributions collected during the program will go directly towards funding and conducting research, sharing expert information, supporting patients and spreading awareness about breast cancer prevention.

**Lynn Rushing, Regional Vice President at Winn-Dixie, said,** “Our Winn-Dixie team remains committed to partnering with Making Strides Against Breast Cancer to make the communities we serve stronger. Cancer is a battle the entire community takes on, and I know that firsthand as the daughter of a breast cancer survivor. My personal experience has made me a greater advocate for Making Strides Against Breast Cancer, and I am extremely proud to work for a company that shares the same passion for this fight.”

Winn-Dixie is deeply rooted in the Gulf Coast and is dedicated to supporting healthy families and thriving communities. Thousands of people in Alabama, Georgia and Mississippi are diagnosed with breast cancer each year. According to the American Cancer Society, it is estimated that more than 14,600 women will face a breast cancer diagnosis in these three states alone in 2019. Supporting breast cancer awareness this month is one way Winn-Dixie continues its loyal support for neighbors in need.

**Kathy O’Neill, Director of Development at American Cancer Society, said,** “Winn-Dixie was our first Flagship sponsor for Making Strides Against Breast Cancer. Each year that we’ve teamed up with Winn-Dixie they have impressed us by exceeding their fundraising goals. This year, Winn-Dixie has expanded their efforts in supporting the Making Strides Against Breast Cancer campaign to additional areas of Alabama, Georgia and Mississippi. The funds raised will support breast cancer research, programs and services. We look forward to many years of continued partnership with Winn-Dixie. Thank you for helping us in the fight against breast cancer! Together we are stronger than cancer!”

The neighborhood grocer has a longstanding relationship with the American Cancer Society and Making Strides Against Breast Cancer and intends to continue supporting that partnership to better serve the local community. For the past 11 years, Winn-Dixie has teamed up with Making Strides to raise awareness and funds by hosting community donation programs and in-store events, as well as supporting programs like Real Men Wear Pink and Making Strides Against Breast Cancer Walks. As of 2018, Winn-Dixie and its generous customers have joined forces to donate more than \$300,000 to the American Cancer Society. Customers are encouraged to visit their local Winn-Dixie stores to donate today.

**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 Southeastern Grocers Gives Foundation**

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

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