

FOR IMMEDIATE RELEASE

Winn-Dixie to Donate All Profits on 4th of July to Wounded Warrior Project®

- Every cent of every dollar of profit raised this Independence Day at Winn-Dixie will help support Wounded Warrior Project's (WWP) Independence Program
- Customers donate simply by shopping on 4th of July at all Winn-Dixie stores
- Customers also can make personal donations at every checkout across all stores
- Winn-Dixie operates more than 520 grocery stores in five states – Alabama, Mississippi, Louisiana, Florida, and Georgia

JACKSONVILLE, Fla. (June 30, 2015) – Winn-Dixie today announced that on Saturday, July 4, all profits generated at its grocery stores will be donated in support of Wounded Warrior Project's Independence Program. The Independence Program is designed to help warriors who need to rely on their families and friends for support due to injuries they have suffered, such as brain injury, spinal-cord injury, or other neurological conditions. Individualized plans are created with goals to provide a future with purpose at no cost to the warriors or their support teams.

"Winn-Dixie operates in states with some of the highest Active Duty military populations in the United States," said Ian McLeod, CEO and president of Southeastern Grocers, parent company of BI-LO, Harveys and Winn-Dixie grocery stores. "While we recognize on Memorial Day those soldiers who paid the supreme sacrifice and give thanks to those who have served on Veterans Day, the sacrifice and needs of those who are severely injured visibly or invisibly is not necessarily fully understood. I am honored that we are running this program and am thankful to the military men and women and their families for their service and sacrifice."

"We believe we all have a responsibility to care and contribute to the lives of those who have served and sacrificed for the nation, which is why we are committing every cent of every dollar of profit generated this Independence Day across all of our Winn-Dixie stores to help support the Wounded Warrior Project's Independence Program," continued McLeod. "We felt it is the right thing to do, and our associates do, too."

"Continuing our work with Winn-Dixie in the spirit of supporting our lifelong commitment to serving our nation's veterans is exciting," stated Steven Nardizzi, CEO of Wounded Warrior Project. "Dedication to our injured service members is evident in the sincere efforts of companies like Winn-Dixie, and the support we will be receiving from them is vital to our mission to honor and empower our Wounded Warriors, and Independence Day is the perfect time to celebrate."

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Simply by shopping at Winn-Dixie on Independence Day, customers will help support those who serve and sacrifice for our nation. The more customers shop, the more they donate.* Other ways in which customers can support the cause include:

- By donating generously during checkout between Wednesday and Sunday July 1-5.
- By proudly wearing the “I Donated” sticker that cashiers will hand out on July 4 to all customers to encourage friends and family to do the same.
- By liking, following and sharing Winn-Dixie Facebook posts and Twitter feeds with #AllForHonor.
- By honoring a veteran or service member by posting a dedication on a special Facebook page, www.facebook.com/allforhonor.

* See store for details and specific exclusions that apply

About Wounded Warrior Project

The mission of Wounded Warrior Project® (WWP) is to honor and empower Wounded Warriors. WWP’s purpose is to raise awareness and to enlist the public’s aid for the needs of injured service members; to help injured servicemen and women aid and assist each other; and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit woundedwarriorproject.org.

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Harveys and Winn-Dixie grocery stores, is the fifth-largest conventional supermarket chain in the U.S. and the second-largest conventional supermarket in the southeast based on store count. The company employs nearly 72,000 associates who serve customers in approximately 790 grocery stores, 143 liquor stores and 527 in-store pharmacies throughout the eight southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. BI-LO, 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, please visit www.bi-lo.com, www.harveysupermarkets.com and www.winndixie.com.

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For SEG interviews or images, contact:

Julianne Roberts
904-370-6029
media@segrocers.com

For WWP interviews or images, contact:

Joanne Fried
904-646-6860
jfried@woundedwarriorproject.org

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