

FOR IMMEDIATE RELEASE

Southeastern Grocers raises over \$280,000 for Hope For The Warriors with latest Veterans Wall of Honor program

- The Veterans Wall of Honor community donation program ran from Nov. 2-15 throughout BI-LO, Fresco y Más, Harveys and Winn-Dixie stores and raised \$282,900.
- Southeastern Grocers, together with the Southeastern Grocers Foundation, raised more than \$2 million for Hope for the Warriors to date in 2016.
- Southeastern Grocers operates more than 700 grocery stores in communities with some of the highest military veteran populations in the Southeast.

JACKSONVILLE, Fla. (Nov. 21, 2016) – Thanks to the generous support of loyal customers and associates, Southeastern Grocers, the parent company of BI-LO, Fresco y Más, Harveys, and Winn-Dixie stores, with the Southeastern Grocers Foundation, has been able to donate more than \$2.3 million in 2016 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.

Ian McLeod, President and CEO of Southeastern Grocers said, “We want to recognize and say ‘thank you’ to our service members, veterans and their families for all they have sacrificed, and continue to sacrifice for this nation. Through each of the fundraisers this year, we are honored to have now donated a total of over \$2.3 million to Hope For The Warriors with the help of our supportive customers and associates and know every dollar makes a difference.”

“Our stores operate in a region with some of the highest military veteran populations in our country, so we are proud to join our associates, customers and communities in contributing to the health and wellbeing of those service members who have protected this nation’s freedoms.”

During the two-week Veterans Wall of Honor community donation program, customers were encouraged to show their support for veterans of the armed forces with the purchase of a \$1 Dedication Card where they could write a special message to their own military hero. These personal dedications built elaborate Wall of Honor displays at each store as visual tributes to those who served and continue to serve and sacrifice for the nation.

Robin Kelleher, Co-Founder and President of Hope For The Warriors said, “As we continue to celebrate our 10th anniversary, it’s humbling to look back at the incredible work Southeastern Grocers, its dedicated employees, vendors, and loyal customers have done to help further our mission. The continued support through these Veterans Day campaigns will make a lasting impact to those in need. Hope For The Warriors

looks forward to utilizing these funds to empower veterans, service members, military families and families of the fallen in our communities.”

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>, or the organization’s Facebook or Twitter pages.

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 Más, 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 grocery stores, liquor stores and in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, 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, www.frescoymas.com, www.harveyssupermarkets.com and www.winndixie.com.

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