



PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY, BUILDING 200 | JACKSONVILLE, FL 32256 | 904-783-5000

FOR IMMEDIATE RELEASE



Southeastern Grocers gives nearly \$285,000 to American Heart Association

Grocer raises funds and awareness of heart disease for Life Is Why We Give™ Fundraising Campaign

JACKSONVILLE, Fla. (May 9, 2019) – Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, donates nearly \$285,000 to American Heart Association’s Life Is Why We Give™ campaign.

Life Is Why We Give inspires consumers to honor their reasons to live healthier, longer lives – by giving. BI-LO, Harveys and Winn-Dixie customers made donations at their local stores from April 17-May 7 to help fund critical research, education and prevention programs for heart disease and stroke.

Elizabeth Thompson, EVP and Chief People Officer of Southeastern Grocers, said, “At Southeastern Grocers, our communities are at the heart of everything we do. We care passionately about the health and wellbeing of our customers and associates. One of the largest health challenges in the Southeast is high blood pressure, which is why we are leading the way in raising awareness towards reducing the risk of heart disease, and helping our communities live healthy lives.”

Heart disease and stroke are the No. 1 and No. 5 killers of Americans, according to the American Heart Association. Southeastern Grocers hopes to empower customers to take control of their own health by raising awareness and encouraging them to learn their numbers with a free blood pressure reading available in all BI-LO, Harveys and Winn-Dixie pharmacies.

Amber Wilson, Executive Director for American Heart Association-First Coast, said, “We are so grateful to Southeastern Grocers for supporting the American Heart Association’s Life is Why We Give Campaign and raising nearly \$285,000, which will help pave the way for the next generation of advancements in preventing heart disease and stroke. For the past several weeks, Southeastern Grocers customers have been asked to support the American Heart Association when making purchases and we are overwhelmed by their generosity in supporting our mission.”

To learn more about American Heart Association promotions and special Life Is Why We Give™ events, please visit www.heart.org/lifeiswhywegive. Donations can be made directly to the American Heart Association by visiting <http://www.lifeiswhy.org/donate>. Donations will help benefit research, public education and community health initiatives of the American Heart Association and the American Stroke Association.

About Southeastern Grocers

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is one of the largest conventional supermarket companies in the U.S. SEG grocery stores, liquor stores and in-store pharmacies serve communities throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring 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.harveysupermarkets.com and www.winndixie.com.

About the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation’s oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on [Facebook](#) and [Twitter](#).

About Life Is Why We Give

In February, the American Heart Association is urging Americans to unite in support of healthy living and the American Heart Association by participating in campaigns led by supporters around the country – including making a donation at participating retailers, purchasing specialty products to benefit the AHA, attending fundraising events and more. Life Is Why We Give allows consumers to think about their reasons to live healthier, longer lives and to give in honor of those reasons. Too long, heart disease and stroke have stolen our precious moments. In February, we fight back together and affirm that we’re more powerful than these diseases because everyone has a reason to live a longer, healthier life and that reason is why we give.

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For SEG interviews, or images contact:

Kaley Shaffer
Sr. Manager, Consumer Communications and Community Affairs
Mobile: (904) 612-9441
media@segrocers.com