



## PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY, BLD. 200 | JACKSONVILLE, FL 32256 | (904) 783-5000

### **FOR IMMEDIATE RELEASE**

#### **Southeastern Grocers Encourages Customers to Prepare for Active Storm Season**

*Grocer commits \$250,000 to the American Red Cross for disaster relief readiness*

**JACKSONVILLE, Fla. (June 9, 2020)** – Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is encouraging its customers to begin preparations for what is proving to be an active hurricane season in the Atlantic. Customers should begin to stock up on vital items including a three-day supply of water and non-perishable food, extra batteries, first-aid kits and more.

**Anthony Hucker, President and CEO of Southeastern Grocers, said,** “Our communities have had to brave through many challenges throughout 2020, and we understand that our associates, our customers and our neighbors have undergone an immense amount of adversity. We realize now more than ever that we are indeed, stronger together. With experts predicting an above average storm season, it is crucial to take the necessary precautions to prepare accordingly for more challenges ahead. Southeastern Grocers will continue to be there for our communities and provide a shopping experience our customers can always count on.”

With three storms already impacting areas throughout the Southeast, including Alabama, Louisiana, Mississippi, Florida and the Carolinas, the grocer is encouraging customers to review the [American Red Cross’ Hurricane Safety Checklist](#) and ensure each household has an appropriate amount of water, non-perishable food, batteries and first aid kits as well as any necessary baby supplies, pet food, medications and prescription refills. In anticipation of an active hurricane season, the SEG Gives Foundation is committing \$250,000 to disaster relief to ensure the American Red Cross is set up for success and able to provide aid to people in need.

Forecasters with the National Oceanic and Atmospheric Administration’s (NOAA) Climate Prediction Center, a division of the National Weather Service, are estimating 13 to 19 named storms with winds of 39 mph or higher, of which six to 10 could become hurricanes, including three to six major hurricanes (Category 3, 4 or 5). The 2020 Atlantic hurricane season runs from June 1 through Nov. 30.

**Gerald Thomas, American Red Cross Regional CEO, North Florida Region, said,** “The 2020 Hurricane Season is shaping up to be one of our busiest in recent history. As a Disaster Responder Member, Southeastern Grocers’ support helps us to be most ready when our communities are least ready. We can’t thank them enough for being great partners for almost 70 years. Our communities are safer and stronger because of their support.”

Southeastern Grocers is proud to continue its longstanding partnership with the American Red Cross, a national nonprofit dedicated to preventing and lessening human suffering in the face of emergencies by assembling the power of volunteers and the generosity of donors. In 2019, with the generous support of its loyal customers, dedicated associates and valued vendor partners, Southeastern Grocers donated more than \$675,000 to the American Red Cross to support disaster relief efforts.

#### **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](http://www.bi-lo.com), [www.frescoymas.com](http://www.frescoymas.com), [www.harveysupermarkets.com](http://www.harveysupermarkets.com) and [www.winndixie.com](http://www.winndixie.com).

#### **About SEG Gives Foundation**

SEG Gives Foundation is the charitable arm of Southeastern Grocers, parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores. SEG Gives Foundation aligns our giving with the causes that are important to the communities we serve, including the fight against hunger and relief to those affected by extreme weather and natural disasters.

#### **About the American Red Cross**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or [cruzrojaamericana.org](http://cruzrojaamericana.org), or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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