

FOR IMMEDIATE RELEASE

Southeastern Grocers “rounds up” support to honor military heroes

In-store community donation program will benefit the families of fallen and disabled military

JACKSONVILLE, Fla. (May 22, 2019) – Today, Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Harveys Supermarket and Winn-Dixie grocery stores, announces the launch of a six-week community donation program to benefit Folds of Honor. The grocer is committed to supporting Folds of Honor’s mission to provide educational scholarships to the children and spouses impacted by a loved one’s sacrifice for the United States military.

Now through the Fourth of July, BI-LO, Harveys Supermarket and Winn-Dixie customers can honor America’s heroes and their families by rounding up their total grocery bill to the nearest dollar at check out. Every cent donated to Folds of Honor helps provide a brighter future for the legacies of fallen and disabled service members through education.

Andrew Nadin, EVP and Chief Customer Officer of Southeastern Grocers, said, “At Southeastern Grocers, we are proud to stand with Folds of Honor in support of those who have sacrificed their ability to stand themselves. It’s not just about honoring those who made it their responsibility to fight for the freedoms Americans cherish most; it’s also about our responsibility to fight for those they left behind – because military families serve too.”

Major Dan Rooney, Founder and CEO of Folds of Honor, said, “We greatly value our partnership with Southeastern Grocers and its commitment to honor our servicemen and servicewomen. We are incredibly grateful for the compassion and generosity their customers and community members have shown and continue to show for our military families.”

This continued partnership with Folds of Honor allows Southeastern Grocers to expand their support of the customers, associates and families of those who have served, continue to serve or have made the ultimate sacrifice for our country.

Since 2007, Folds of Honor has awarded nearly 20,000 educational scholarships to spouses and children of America’s fallen and disabled service members. Last year alone, Folds of Honor awarded 4,000 educational scholarships throughout the United States, including more than 1,300 scholarships within the seven states Southeastern Grocers serves, but the need is still great; 700 eligible and qualified applicants throughout the United States went unfunded in 2018.

Customers are encouraged to visit their neighborhood BI-LO, Harveys Supermarket or Winn-Dixie store for more information on how to contribute.

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 Folds of Honor

Folds of Honor is a 501(C)(3) nonprofit organization, rated a four-star charity by Charity Navigator and platinum on GuideStar, that provides educational scholarships to the families of military men and women who have fallen or been disabled while on active duty in the United States armed forces. Our educational scholarships support private educational tuition and tutoring for children in grades K-12, as well as higher education tuition assistance for spouses and dependents. Founded in 2007 by Major Dan Rooney, a PGA Professional and F-16 fighter pilot in the Air Force Reserves who served three tours of duty in Iraq, the Folds of Honor is proud to have awarded nearly 20,000 scholarships in all 50 states and some US territories, including approximately 4,000 in 2018 alone. For more information or to donate in support of a Folds of Honor scholarship, please visit foldsofhonor.org.

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