



PRESS RELEASE

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

FOR IMMEDIATE RELEASE

Southeastern Grocers Honors Everyday Heroes During National Nurses Week

Grocer creates chalk art tributes and delivers thousands of sweet treats to health care facilities

JACKSONVILLE, Fla. (May 6, 2020) – Today, Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, together with its health care facility partners, begins a week-long celebration honoring our everyday heroes on the front lines battling against COVID-19.

From May 6–12, each BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery store will decorate its entrance path with chalk art thanking nurses with a unique, colorful design. Additionally, each store will partner with local health care facilities to show appreciation and gratitude for these heroes by delivering thousands of decorated sweets, including cookie cakes and cupcakes, throughout the week for nurses to take home and enjoy.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “Southeastern Grocers is dedicated to being there for our communities when they need us the most, and we are proud to support the frontline heroes who are caring for our neighbors. Each and every day, nurses are on the front lines fighting to protect our loved ones, while being away from their own families. In honor of National Nurses Week, we are showing our gratitude to nurses across our footprint for their sacrifice and bravery as they continue to work around the clock to keep us all healthy and safe.”

On May 12, nurses across the country will celebrate the 200th birthday of Florence Nightingale, who is widely known as the founder of modern nursing. Of those celebrating are more than 523,500 registered nurses throughout the seven states Southeastern Grocers serves, according to the US Bureau of Labor Statistics. Nursing currently makes up the nation’s largest health care profession, with roughly 3.8 million registered nurses.

All BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores will continue to extend shopping hours on Mondays and Tuesdays to provide a special shopping hour from 8–9 p.m. dedicated to health care professionals and first responders in an effort to assist these courageous individuals. The grocer recently surprised thousands of health care professionals and first responders with free groceries in Southeastern Grocers stores on April 13 to honor those working on the front line and continues to encourage others to pay it forward and help spread kindness.

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.

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