



# PRESS RELEASE

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

## FOR IMMEDIATE RELEASE

### **Southeastern Grocers Combats Nationwide Coin Shortage with Community Giving**

*Grocer provides customers with opportunity to make a positive change with spare change*

**JACKSONVILLE, Fla. (July 23, 2020)** – Southeastern Grocers, Inc. (SEG), parent company and home of BLI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, announces the launch of the new SEG Positive Change Round Up Campaign to help minimize the impact of the current nationwide coin shortage while also providing support to people in need.

Beginning Friday, July 24, customers throughout the Southeast can help combat the coin shortage and support fellow community members in need by simply rounding up their grocery bill to the nearest dollar at check out. All change donated will be electronically collected and the total will be rounded up to the nearest dollar by Southeastern Grocers to ensure all spare change makes a difference.

**Anthony Hucker, President and CEO of Southeastern Grocers, said,** “At Southeastern Grocers, we are working diligently to make a difference in the communities we serve and we are committed to protecting the health and safety of our associates, customers and neighbors as the country continues to navigate the effects of COVID-19. While the nation’s shortage of coins is unexpected, we see this as another opportunity to once again help our neighbors in need and grow stronger together.”

The SEG Positive Change Round Up Campaign will feature several different charitable partners that share Southeastern Grocers’ goal of creating stronger, healthier communities.

- **From July 24 through Aug. 4,** customers are encouraged to round up their total grocery bill to the nearest dollar at check out in support of Feeding America® and its network of food banks. Every cent donated will aid in the fight against hunger, an ongoing issue that has increased an estimated 46% during the pandemic and impacts 1 in 6 families throughout the Southeast.
- **From Aug. 5 through Aug. 25,** the spare change donated by generous customers will help support the American Heart Association’s Life Is Why We Give™ fundraising campaign designed to encourage people to live healthier, longer lives through the prevention of heart disease and stroke.
- **From Aug. 26 through Sept. 29,** customers are encouraged to round up to support Feeding America for Hunger Action Month, a month dedicated to nationally standing together to fight hunger.

- **From Sept. 30 through Nov. 3**, Southeastern Grocers customers in Florida, Georgia and the Carolinas can round up to support the American Red Cross' Disaster Relief, which enables the Red Cross to prepare for, respond to and help people recover from natural disasters. Winn-Dixie customers in Alabama and Mississippi will have the opportunity to support the American Cancer Society Making Strides Against Breast Cancer, and donations from customers in Louisiana will benefit local Ochsner Cancer Institute.

The grocer will continue the round up program in all BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores throughout the remainder of 2020. Every cent raised with the SEG Positive Change Round Up Campaign will go back into the local communities Southeastern Grocers serves through the support of various charitable organizations committed to serving individuals and families in need.

Southeastern Grocers has a longstanding relationship with Feeding America, the American Red Cross and the American Heart Association. The grocer, together with its charitable foundation and generous customers has donated more than \$2.5 million in addition to tens of millions of pounds of food to Feeding America through various charitable programs since 2017. Earlier this year, the SEG Gives Foundation donated \$250,000 to the American Red Cross to support disaster relief efforts, as well as more than \$675,000 raised for the American Red Cross in 2019 with generous support from its loyal customers, dedicated associates and valued vendor partners. Additionally, in 2019, Southeastern Grocers raised more than \$659,000 in support of the American Heart Association's Life Is Why We Give™ fundraising campaign and its mission to save people from heart disease and stroke.

#### **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).

###

#### **For SEG interviews, or images contact:**

Kaley Shaffer, Director of Public Relations and Community  
904-612-9441 (cell)  
[media@segrocers.com](mailto:media@segrocers.com)