

## FOR IMMEDIATE RELEASE

### **Southeastern Grocers raises more than \$2.3 million for Folds of Honor**

*Donation will provide more than 450 educational scholarships to military families*

**JACKSONVILLE, Fla. (July 2, 2020)** – Today, Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, announces the donation of more than \$2.3 million to Folds of Honor to aid in the nonprofit’s mission to provide educational scholarships to spouses and children of America’s fallen and disabled service members. The historic donation of more than \$2,324,000 is made possible through contributions from the grocer’s charitable foundation and valued partners, as well as generous in-store and virtual customer donations that will continue through the Fourth of July.

The six-week program began May 20 with a \$100,000 pledge from the SEG Gives Foundation and a \$50,000 donation from the Coca-Cola Company in support of the grocer’s ongoing commitment to Folds of Honor. BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie customers were invited to round up their total grocery bill to the nearest dollar in honor of United States military heroes and their loved ones throughout the six-week campaign. Additionally, the SEG Gives Foundation matched contactless donations made to Folds of Honor during the nonprofit’s three-day virtual concert series the week of Memorial Day and through the nonprofit’s online employer matching program, up to \$100,000.

**Anthony Hucker, President and CEO of Southeastern Grocers, said,** “We are so proud of our amazing associates, customers and partners who continue to go above and beyond to provide unwavering support to families in need throughout the communities we serve. It is because of their kindness and generosity that this has been a record-breaking donation campaign that will provide more than 450 educational scholarships to families of America’s fallen or disabled military servicemen and servicewomen. We are grateful to all the heroes who serve our country and honored to partner with Folds of Honor to give back to these heroic families.”

**Lt. Col. Dan Rooney, CEO and Founder of Folds of Honor, said,** “We are in awe of the support that Southeastern Grocers and its customers have shown for our military families. We understand these are uncertain times and cannot thank the most patriotic grocery store in America and its generous community enough for this life-changing support and continued partnership.”

Since 2018, Southeastern Grocers has donated more than \$4.1 million to Folds of Honor, which has provided more than 800 educational scholarships to the children and spouses impacted by a loved one’s sacrifice for the United States military. Since 2007, Folds of Honor has awarded approximately 24,500 educational scholarships to spouses and children of America’s fallen and disabled service members. Last year alone, Folds of Honor awarded 4,500 educational scholarships to individuals of diverse backgrounds and ethnicities throughout the United States, including more than 1,400 scholarships within the seven states Southeastern Grocers serves.

The community donation program will continue in stores and online through the Fourth of July. Customers who wish to help support the family members of fallen and disabled veterans through educational scholarship opportunities are encouraged to visit their neighborhood BI-LO, Fresco y Más, Harveys Supermarket or Winn-Dixie store and round up at the register. Those who prefer to make an online donation at [FoldsofHonor.org](https://www.foldsofhonor.org) can simply select “Southeastern Grocers” in the “Employer Matching” section to have the donation matched.

Southeastern Grocers continues to have elevated safety standards and asks customers to maintain a two-cart-length distance throughout the store and at checkout by utilizing floor markers set to encourage social distancing.

#### **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](https://www.bi-lo.com), [www.frescoymas.com](https://www.frescoymas.com), [www.harveysupermarkets.com](https://www.harveysupermarkets.com) and [www.winndixie.com](https://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 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 Lt. Col. 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 24,500 scholarships in all 50 states and some US territories, including approximately 4,500 in 2019 alone. For more information or to donate in support of a Folds of Honor scholarship, please visit [foldsofhonor.org](https://www.foldsofhonor.org).

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