



PRESS RELEASE

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

FOR IMMEDIATE RELEASE

Southeastern Grocers honors Veterans and U.S. Military Families with Folds of Honor

Grocer to launch community partnership and discount for Veterans Day

JACKSONVILLE, Fla. (Nov. 1, 2018) – To salute America’s veterans, military and military families, Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is proud to announce a community partnership with Folds of Honor to celebrate America’s fallen heroes and their families. In addition, an 11 percent discount on qualifying grocery purchases will be offered to veterans and active military this Veterans Day, Nov. 11.

Now through Nov. 12, customers can join Southeastern Grocers to honor veterans, military and their families by making a donation to Folds of Honor while shopping at any BI-LO, Harveys Supermarket or Winn-Dixie store. By standing with Folds of Honor, Southeastern Grocers and customers are honoring the sacrifice of fallen and disabled servicemen and women by providing educational scholarships for the spouses and children left behind in the pursuit to protect American freedoms.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “Those who have served our country have made sacrifices that can never be fully repaid. At Southeastern Grocers, we are committed to honoring those sacrifices and we’re very proud to partner with Folds of Honor as we honor veterans, military and military families leading up to Veterans Day.”

Major Dan Rooney, Founder and CEO of Folds of Honor said, “Supporting military families through educational opportunities takes a team effort. It is because of the commitments from the great Patriotic partners, Southeastern Grocers associates and customers, that we’re able to continue to carry out our mission at Folds of Honor.”

The Southeast has some of the largest military veteran populations in the country, with more than 4.1 million retired military men and women living in the seven states Southeastern Grocers serves. In the Southeast alone, Folds of Honor has awarded nearly 1,500 scholarships and over \$6.5 million in life changing scholarships to deserving U.S. military families this fall.

Southeastern Grocers has also pledged to donate one dollar to the United Service Organization (USO) for every dozen premium roses and Celebrate America Bouquet sold between Nov. 7 and Nov. 13. Visit your local BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery store today to show support for veterans and their families in your community.

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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