



PRESS RELEASE

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FOR IMMEDIATE RELEASE



Southeastern Grocers “rounds up” support for the American Heart Association

Customers can help save lives when they grocery shop at BI-LO, Harveys and Winn-Dixie stores

JACKSONVILLE, Fla. (July 31, 2019) – Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is joining in the fight against heart disease and stroke alongside the American Heart Association. Throughout the month of August, Southeastern Grocers is participating in the American Heart Association’s fundraising campaign, Life Is Why We Give™.

Now through Aug. 27, BI-LO, Harveys and Winn-Dixie customers can round up their purchase to the nearest dollar or make a donation at the register. Each dollar raised will help pave the way for the next generation of advancements in preventing heart disease and stroke.

Elizabeth Thompson, EVP and Chief People Officer of Southeastern Grocers, said, “Southeastern Grocers cares passionately about health and wellness, and is committed to putting our customers, associates and communities at the heart of everything we do. The first step in the fight against heart disease is education, and we are dedicated to helping cultivate healthier neighborhoods in the areas we serve through our partnership with the American Heart Association.”

Someone dies from heart disease, stroke or another cardiovascular disease every 43 seconds in this country; in fact, heart disease and stroke are the No. 1 and No. 5 killer of Americans, according to the American Heart Association. Donations will help fund innovative research for new treatments, provide programs and services for survivors and their families, and help more people lower their risk.

Amber Wilson, Executive Director of American Heart Association - First Coast, said, “The American Heart Association is committed to fighting heart disease and stroke and improving the quality of life for all Americans. Our work would not be possible without the generous support of committed companies like Southeastern Grocers who provide donation opportunities to their customers through the American Heart Association’s fundraising campaign, Life Is Why We Give™. This campaign provides a force multiplying our ability to raise funds critical for research, education and prevention programs to create a world of longer and healthier lives.”

The Life Is Why We Give campaign inspires consumers to honor their reasons to live healthier, longer lives – by giving. Earlier this year, BI-LO, Harveys and Winn-Dixie customers raised nearly \$285,000 for the American Heart Association.

Southeastern Grocers will continue empowering customers to take control of their health and increase awareness of heart disease and stroke throughout the Community Donation Program. Additionally, customers can learn their numbers with a free blood pressure reading in all BI-LO, Harveys and Winn-Dixie pharmacies.

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 the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation’s oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on [Facebook](#) and [Twitter](#).

About Life Is Why We Give

In February, the American Heart Association is urging Americans to unite in support of healthy living and the American Heart Association by participating in campaigns led by supporters around the country – including making a donation at participating retailers, purchasing specialty products to benefit the AHA, attending fundraising events and more. Life Is Why We Give allows consumers to think about their reasons to live healthier, longer lives and to give in honor of those reasons. Too long, heart disease and stroke have stolen our precious moments. In February, we fight back together and affirm that we’re more powerful than these diseases because everyone has a reason to live a longer, healthier life and that reason is why we give.

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