

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

## **FOR IMMEDIATE RELEASE**

### **Southeastern Grocers donates more than \$1.2 million in honor of U.S. Military Heroes**

*Grocer and customers exceed goal with donation of 243 scholarships to families of fallen and disabled military*

**JACKSONVILLE, Fla. (July 9, 2019)** – Today, Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Harveys Supermarket and Winn-Dixie grocery stores, is proud to announce the donation of \$1,216,416.65 to Folds of Honor, which will provide at least 243 educational scholarships to the children and spouses impacted by a loved one’s sacrifice for the United States military.

This significant donation was made on behalf of SEG’s generous customers during a six-week community donation program which took place in all BI-LO, Harveys Supermarket and Winn-Dixie stores. Customers rounded up their total grocery bill to the nearest dollar at checkout leading up to Memorial Day through the Fourth of July. The program was a part of SEG’s continued commitment to support Folds of Honor, and every cent donated will provide brighter futures for the legacies of fallen and disabled service members through education.

**Anthony Hucker, President and CEO of Southeastern Grocers, said,** “We are overwhelmed by the giving hearts of our customers and associates, and we want to thank everyone for their extraordinary efforts to exceed our goal to donate more than \$1.2 million to Folds of Honor in our stores. While the sacrifices of our fallen and disabled service members can never be fully repaid, it is our privilege to continue to stand with Folds of Honor to brighten the futures of at least 243 military spouses and children of America’s heroes.”

**Major Dan Rooney, Founder and CEO of Folds of Honor, said,** “It’s powerful partnerships like the one we have with Southeastern Grocers that allow us to strengthen the lives of so many of our military family members through continuing education. Each scholarship we grant is a tribute to those who served and those who continue to serve the ultimate sacrifice for this country. We’re thankful to Southeastern Grocers and its customers for helping us show our gratitude to more than 243 of our service members.”

Southeastern Grocers also held a press conference today with Folds of Honor leadership to celebrate the donation results and present the organization with a check for \$1,216,416.65 at the Stallion 51 hangar in Kissimmee, Florida. During the event, the grocer awarded Mobile, Alabama Winn-Dixie cashier Melissa Marlin with a once-in-a-lifetime orientation flight in the legendary Crazy Horse 2, a P-51 Mustang, for her efforts to encourage the most donations from customers in its stores throughout the Southeast.

Since 2007, Folds of Honor has awarded nearly 20,000 educational scholarships to spouses and children of America's fallen and disabled service members. Last year alone, Folds of Honor awarded 4,000 educational scholarships throughout the United States, including more than 1,300 scholarships within the seven states Southeastern Grocers serves. However, the need is still great; 700 eligible and qualified applicants throughout the United States went unfunded in 2018. Thanks to the partnership with Southeastern Grocers, Folds of Honor is now at least 243 scholarships closer to lowering that number in 2019.

#### **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).

#### **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](http://foldsofhonor.org).

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