



MEDIA ALERT

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STORY/PHOTO OPPORTUNITY

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BI-LO Continues Charitable Dedication as Folds of Honor's Wingman

WHAT: Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, announces the grocer's 2020 commitment to Folds of Honor, vowing to honor, encourage and support the nonprofit organization again this year. The grocer has launched an in-store wing program in all BI-LO stores in partnership with Coca-Cola® to benefit Folds of Honor.

Now through Feb. 25, local BI-LO stores will donate \$1 to Folds of Honor for each bucket of deli wings purchased in every store. Coca-Cola has pledged to match the grocer's contribution by donating an additional dollar when a qualifying Coca-Cola product¹ is purchased with each wing bucket.

WHEN: Now through Feb. 25

WHERE: All BI-LO stores

WHY: Over the past two years, Southeastern Grocers has raised \$1,552,917 for Folds of Honor, providing more than 310 scholarships to the families of fallen or injured military members in support of Folds of Honor's mission to provide educational scholarships to the children and spouses impacted by a loved one's sacrifice for the United States military.

MORE: Originally founded in 1961 by Frank Outlaw, BI-LO grocery stores and in-store pharmacies serve communities throughout three southeastern states - Georgia, North Carolina and South Carolina. BI-LO, LLC is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast. For more information, please visit www.bi-lo.com and www.segrocers.com.

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Please call contact persons above to arrange interviews or any special coverage needs.**

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¹Coca-Cola will donate \$1 for every wing bucket purchased with either two (2) 1.25 liter Coca-Cola products, one (1) Gold Peak 64oz or one (1) Smartwater 1.5L