



PRESS RELEASE

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FOR IMMEDIATE RELEASE



Southeastern Grocers and American Heart Association strive to beat heart disease and stroke
Grocer's "round up" program offers customers a way to support life-saving research, education and programs

JACKSONVILLE, Fla. (Aug. 5, 2020) – Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, announces its continued partnership with the American Heart Association (AHA) in the fight against heart disease and stroke through Life Is Why We Give™, the organization's fundraising campaign, to protect the health of individuals and communities, especially those with increased risks impacted by COVID-19.

Now through Aug. 25, BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie customers can choose to simply round up their purchase to the nearest dollar or make a contact-free donation of their choice at the register while grocery shopping. Each cent raised through the three-week program will help save and improve lives through innovative research for new treatments, programs and services for survivors and their families, and to help more people lower their risk of heart disease and stroke.

Elizabeth Thompson, EVP and Chief People Officer of Southeastern Grocers, said, "The health of our associates, customers and communities is at the heart of our business, especially as the country continues to adapt in the face of the evolving pandemic. We are proud to stand with the American Heart Association to encourage our neighbors to educate themselves and make their health and wellbeing a priority. Our customers can support heart and brain health by rounding up their grocery bills at checkout and together, we will continue the fight against heart disease and stroke to cultivate stronger and healthier communities."

The Life Is Why We Give campaign aims to amplify, educate and inspire consumers to honor their reasons to live healthier, longer lives through giving. Heart disease and stroke are the No. 1 and No. 5 killer of Americans, according to the AHA. In fact, someone dies from heart disease, stroke or another cardiovascular disease every 40 seconds in this country. This effort is also a part of SEG's Positive Change Round Up Campaign to help minimize the impact of the current nationwide coin shortage while also providing support to various charitable organizations committed to serving individuals and families in need.

Amber Wilson, Executive Director of American Heart Association - First Coast, said, "We are so excited for the continued support of Southeastern Grocers and the incredible generosity of their guests and team members who have contributed more than \$650,000 for the Life is Why We Give™ campaign since 2019. This campaign allows the American Heart Association to discover breakthroughs and to raise funds for research, education and prevention programs to create a world of longer and healthier lives."

In its second year partnering with the AHA, the grocer continues to empower customers to take control of their health and increase awareness of heart disease and stroke during the current in-store community donation program. In 2019, BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie

stores raised nearly \$660,000 for the AHA with the help of their generous customers. Additionally, customers can access a variety of health and wellness resources in all BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie in-store pharmacies. This includes free blood pressure readings to learn their numbers and expert advice from pharmacists for customized and convenient care they can count on.

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 a leading force for a world of longer, healthier lives. With nearly a century of lifesaving work, the Dallas-based association is dedicated to ensuring equitable health for all. We are a trustworthy source empowering people to improve their heart health, brain health and well-being. We collaborate with numerous organizations and millions of volunteers to fund innovative research, advocate for stronger public health policies, and share lifesaving resources and information. Connect with us on heart.org, [Facebook](#), [Twitter](#) or by calling 1-800-AHA-USA1.

About Life Is Why We Give

We all deserve to live a long, healthy and happy life. However, heart disease and stroke are robbing too many of us of this chance. The American Heart Association is working to ensure that everyone has an opportunity to have a quality of life that they can spend more joyfully with family and friends. When people donate or purchase goods and services from our Life is Why We Give™ cause supporters, we move closer to creating the quality of life we all desire. Life Is Why We Give aims to inspire consumers to think about their reasons to live healthier, longer lives and to give to American Heart Association for those reasons. For too long, heart disease and stroke have stolen our precious moments. It's time 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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