



## PRESS RELEASE

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

### FOR IMMEDIATE RELEASE

#### **Southeastern Grocers Celebrates Season of Giving with Holiday Hunger Relief Program**

*Customers invited to join in the fight against hunger this holiday season*

**JACKSONVILLE, Fla. (Dec. 12, 2019)** – To celebrate the season of giving, Southeastern Grocers, Inc. (SEG), parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, together with the SEG Gives Foundation, has launched a holiday hunger relief program to help fight hunger and provide meals for people in need this holiday season.

Now through Dec. 24, customers can join in the spirit of giving by purchasing a \$5 prepared bag of non-perishable food items or by rounding up grocery totals at store registers to spread holiday cheer to local families in need. Each donation and \$5 holiday bag purchased will be distributed directly to member food banks in the Feeding America® network, the nation’s largest domestic hunger-relief organization.

**Elizabeth Thompson, EVP and Chief People Officer of Southeastern Grocers, said,** “This holiday season, we are both grateful for our many blessings, and reflective of our responsibility to care for our neighbors and friends in need. Southeastern Grocers is honored to continue our long-term partnership with Feeding America to lift community spirits this holiday season and continue the fight against hunger.”

The holiday hunger program builds on Southeastern Grocers’ longstanding partnership with Feeding America. Throughout the partnership, Southeastern Grocers has donated millions of meals to food insecure neighbors in need through the grocer’s continued efforts to alleviate hunger across the Southeast. This year alone, Southeastern Grocers has donated more than 15.4 million pounds of food to the communities it serves and will donate another 80,000 pounds this month during four upcoming mobile food pantry events in the following locations:

- Montgomery, Alabama on Dec. 12 in partnership with Montgomery Area Food Bank
  - Location: 3481 Main St., Millbrook, AL 36054
- Jacksonville, Florida on Dec. 13 in partnership with Feeding Northeast Florida
  - Location: Paxon Revival Church, 5461 Commonwealth Ave., Jacksonville, FL 32254
- Albany, Georgia on Dec. 16 in partnership with Feeding the Valley
  - Location: 607 Mission Court, Albany, GA, 31701
- Greenville, South Carolina on Dec. 16 in partnership with Harvest Hope
  - Location: 2818 White Horse Road, Greenville, SC 29611

**Jenn Kovacs, Interim Chief Development Officer at Feeding America, said, “Southeastern Grocers’ dedication to the fight against hunger continues to make a difference in communities across the Southeast. As the holidays approach, we are reminded of the need to help our neighbors who are struggling, which is why we are so grateful for Southeastern Grocers’ holiday hunger program.”**

Customers can support the one-in-eight people in America who struggle with hunger by donating at checkout or by purchasing a \$5 prepared bag of non-perishable food. By purchasing the holiday bags for just \$5, customers can provide shelf-stable SE Grocers products including pasta, canned vegetables, macaroni and cheese, canned tuna, rice and tomato sauce to neighbors in need. Southeastern Grocers is committed to the fight against hunger and hopes this program will provide the community with a special and convenient opportunity to give a little and make a big difference this holiday season.

*\*Meals are defined by the amount of money donated to Feeding America (one dollar donated helps provide at least 10 meals to families in need, according to [feedingamerica.org](http://feedingamerica.org)) and the pounds of food donated through the in-store Food Rescue Program which defines a meal as 1.2 pounds by the USDA. The holiday hunger relief program will run through Dec. 24, 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 SEG Gives Foundation**

SEG Gives Foundation is the charitable arm of Southeastern Grocers, parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores. SEG Gives Foundation aligns our giving with the causes that are important to the communities we serve, including the fight against hunger and relief to those affected by extreme weather and natural disasters.

### **About Feeding America**

Feeding America is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 40 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit [www.feedingamerica.org](http://www.feedingamerica.org), find us on Facebook or follow us on Twitter.

**For SEG interviews, or images contact:**

Kaley Shaffer, Senior Manager, Consumer Communications and Community Affairs

904-612-9441 (cell)

[media@segrocers.com](mailto:media@segrocers.com)