

**FOR IMMEDIATE RELEASE**

**Port Orleans Brewing Co. and Louisiana Winn-Dixie Stores “Lend a Helping Can” to Fight Cancer**  
*Brewery and grocer launch campaign to build awareness and raise funds for alternative therapy options*

**NEW ORLEANS, La. (Sept. 25, 2019)** – Together, Winn-Dixie and Port Orleans Brewing Co. announce a partnership that supports the fight against cancer with a two-part campaign inviting customers to “Lend a Helping Can.” This special partnership will support cancer patients receiving treatment at the Ochsner Cancer Institute with a Winn-Dixie Community Donation Program and a Port Orleans Beer Contribution Campaign.

Starting today, Winn-Dixie customers can make donations at all Louisiana stores to support individuals battling cancer. In addition to customer contributions, Port Orleans is also donating a portion of beer sales during the month of October to support Ochsner cancer patients. In honor of the campaign, the local brewery is placing pink tops on the cans of Port Orleans Beer all month long. The funds raised by both companies will benefit the Ochsner Cancer Institute, with a goal of positively impacting the quality of lives of cancer patients and their families in the community.

**Joey Medina, Regional Vice President at Winn-Dixie, said,** “Winn-Dixie is thrilled to team up with Port Orleans and the local community to help cancer patients on their journey to wellness. People often think of cancer being treated with the traditional therapies, but this partnership will raise money to not only support the necessary medical treatment, but also the enhanced options for healing, including incorporating a healthy diet, taking part in various forms of therapy and other holistic approaches.”

It is estimated that almost 27,000 people in Louisiana will be diagnosed with some form of cancer in 2019, according to the American Cancer Society and Ochsner Cancer Institute’s facilities aim to support those individuals. The partnership between Winn-Dixie and Port Orleans represents a growing commitment to the Louisiana community. Both organizations intend on building a strong partnership to support this cause that affects so many people throughout the region.

**Zach Strief, Owner and Co-founder of Port Orleans Brewing Co., said,** “It’s an honor to participate in this campaign with Winn-Dixie – bringing awareness to the variety of services available to cancer patients in our community. Our community is founded on the values of charity and service, so it’s important for us to also give back to the community that gives so much.”

The Ochsner Cancer Institute is home to one of the largest comprehensive cancer centers in the Gulf South region, treating more than 32,000 patients each year, from all 50 states and 28 countries. Ochsner has 11 treatment facilities throughout Louisiana and is committed to providing expert cancer care where its patients live, in large and small communities alike.

The “Lend a Helping Can” campaign will run through the end of October, with Winn-Dixie hosting a Community Donation Program from Sept. 25 through Oct. 30, and Port Orleans donating \$1 per case of beer from Oct. 1 through Oct. 31. All funds raised during the campaign will be used to benefit patients at the Ochsner Cancer Institute.

(more)

**About Winn-Dixie**

Founded in 1925, Winn-Dixie grocery stores, liquor stores and in-store pharmacies serve communities throughout five southeastern states - Alabama, Florida, Georgia, Louisiana and Mississippi. Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast. For more information, please visit [www.winndixie.com](http://www.winndixie.com) and [www.segrocers.com](http://www.segrocers.com).

**About Southeastern Grocers Gives Foundation**

The Southeastern Grocers (SEG) Gives Foundation is the charitable arm of Southeastern Grocers, the parent company of BI-LO, Fresco y Más, Harveys Supermarkets and Winn-Dixie stores dedicated to supporting the communities we serve and the causes that impact our customers.

**About Port Orleans Brewing Co.**

Located near the Port of New Orleans at 4124 Tchoupitoulas Street, Port Orleans Brewing Co. was founded by a group of friends whose mission is to create the finest selection of craft beer with consistent taste and the highest standard of quality in the marketplace. Port Orleans Brewing Co. is committed to supporting local organizations that improve the lives of those in our community. [www.portorleansbrewingco.com](http://www.portorleansbrewingco.com)  
[@portorleansbrewingco](https://twitter.com/portorleansbrewingco)

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