



## PRESS RELEASE

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

### **FOR IMMEDIATE RELEASE**

#### **Southeastern Grocers launches Community Bag with a Giving Tag Program**

*The program allows BI-LO, Harveys, Winn-Dixie and Fresco y Más customers to support local charities while helping the environment*

**JACKSONVILLE, Fla. (March 13, 2019)** – Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, has announced the launch of its Community Bag with a Giving Tag Program. The reusable bag program empowers customers to make a difference in the communities they live and work in while helping the environment.

With each purchase of a reusable Community Bag with the Giving Tag, customers can direct a \$1 donation to the non-profit of their choice to benefit the work a local charity is doing in their community. The specially designed reusable bags are made from recycled materials, and can be found by registers on the reusable bag rack at all BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores in the Southeast.

**Anthony Hucker, President and CEO of Southeastern Grocers, said,** “We are committed to being a company our customers, associates and communities can always count on. This includes investing in the charitable causes they care about most. The community bag program further demonstrates our commitment to giving back by enabling us to reach thousands of organizations, both small and large, to make a greater difference within the communities in which we serve.”

Each Community Bag comes with an attached Giving Tag that features a blue heart and instructions on how to make the donation. At the time of purchase, customers will be directed to visit [MySEGCause.com](http://MySEGCause.com) where they will have seven days to remove the scratch-off layer from their Giving Tag to reveal and submit their unique identifier and select the non-profit they would like to receive their \$1 donation.

If customers do not see their favorite non-profit listed among the thousands of charitable partners, they can submit it for consideration and approval via [SEG.Bags4MyCause.com](http://SEG.Bags4MyCause.com) by selecting “Submit a Non-Profit” from the menu option. If a customer does not assign the \$1 donation to a charity within seven days, the donation will automatically default to a non-profit organization selected by the store manager at each store location, so the donation will still support that store’s community.

For more information about the Community Bag with a Giving Tag program, please visit [SEG.Bags4MyCause.com](http://SEG.Bags4MyCause.com).

**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).

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

Kaley Shaffer, Senior Manager, Consumer Communications and Community Initiatives  
904-612-9441 (cell)  
[media@segrocers.com](mailto:media@segrocers.com)