



FOR IMMEDIATE RELEASE

Fresco y Más launches community donation program to benefit the League Against Cancer

Local grocer and generous customers partner to raise funds for cancer patients

MIAMI, Fla. (May 2, 2019) – Today, Fresco y Más announced the launch of a customer donation program taking place now through May 28 to raise funds for the League Against Cancer (Liga Contra el Cancer), a community based, not-for-profit organization committed to providing free medical care to uninsured cancer patients.

Customers who shop at any of the 23 Fresco y Más locations in South Florida during the month of May are encouraged to participate and donate to the local community organization, which has provided more than 66,000 low-income, uninsured men, women and children with world-class medical treatment, screenings and support since 1975.

Sergio Benitez, Director of Operations, Fresco y Más, said, “The League Against Cancer saves lives in the communities we serve every day, and it is a privilege to help the organization further the outstanding work it does for our neighbors. Every dollar donated will help provide treatment and comfort to local patients who need a little support now more than ever.”

Southeastern Grocers, Inc., parent company of Fresco y Más and Winn-Dixie, has had a long-standing relationship with the League Against Cancer. Since 1980, it has provided more than \$3 million to help the League Against Cancer make a difference in the lives of uninsured cancer patients in South Florida. Most recently, Fresco y Más presented the League Against Cancer with \$103,263.08 during the organization’s annual telethon, which aired live on Telemundo in June 2018.

Adriana Cora, Executive Vice President of the League Against Cancer, said “The League Against Cancer’s patients, staff and volunteers are extremely grateful for the support Southeastern Grocers has given us over the years. This ongoing partnership continues to yield results, and with the kindness of the community, the money raised during May at all Fresco y Más stores in South Florida will be used to help new cancer patients receive treatment immediately. We are so thankful to everyone that participates in the community donation program, and to Fresco y Más for giving us an opportunity to cast such a wide net and reach the community like this.”

According to the League Against Cancer, cancer treatments can amount to as much as \$50,000 per patient. The organization provides an opportunity for people who have no financial resources or health insurance to receive care and treatment. Currently, more than 350 Florida physicians, who are board-certified in their specialties, volunteer their services to the League Against Cancer. With the funds the organization raises it is able to save lives in South Florida, helping thousands of victims who have no financial resources or health insurance win their battle with cancer.

To learn more about the League Against Cancer and how you can support the organization, visit ligacontraelcancer.org.

About Fresco y Más

Founded in 2016, Fresco y Más grocery stores serve Hispanic and Caribbean communities throughout South, West and Central Florida. Fresco y Más is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast. For more information, please visit www.frescoymas.com and www.segrocers.com.

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