



**FOR IMMEDIATE RELEASE**

**Fresco y Más supports the League Against Cancer with \$105,000 donation**

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

**MIAMI, Fla. (June 4, 2019)** – On Saturday, June 1, the donation of \$105,000 was proudly presented to the League Against Cancer on behalf of Fresco y Más and the grocer’s generous customers at the 44<sup>th</sup> annual La Liga Contra el Cancer Live Telemarathon. With a strong commitment to supporting local organizations, Fresco y Más recognizes the important role the not-for-profit organization plays in providing free medical care to uninsured cancer patients in the local community.

Fresco y Más stores throughout South Florida teamed up from May 1 through May 28 to raise funds and awareness for the League Against Cancer. The stores rallied behind the program by educating customers on the cause and encouraging customers to donate at the register.

**Sergio Benitez, Director of Operations for Fresco y Más, said,** “We are extremely grateful to our customers and associates for their generous donations that helped make this amazing contribution possible. At Fresco y Más, we are committed to supporting great organizations like the League Against Cancer that provides resources for our friends, families and neighbors battling cancer right here in Florida.”

Since 1975, the League Against Cancer has provided more than 66,000 low-income, uninsured men, women and children with world-class medical treatment, screenings and support. 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.

**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 Fresco y Más and its customers have given us over the years. With the overwhelming support this ongoing partnership provides, new cancer patients will be able to receive treatment immediately increasing their odds in the fight against cancer.”

Southeastern Grocers, Inc., parent company of Fresco y Más and Winn-Dixie, has 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. The most recent donation marks the grocers third straight year of donating more than \$100,000 to the organization for a total of \$322,129.87 in the last three years alone.

**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](http://www.frescoymas.com) and [www.segrocers.com](http://www.segrocers.com).

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**For Fresco y Más interviews or images contact:**

Kaley Shaffer

Sr. Manager, Consumer Communications and Community Affairs

Cell: (904) 612-9441

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