



PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY BUILDING 200 | JACKSONVILLE, FLA. 32256 | (904) 783-5000

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Southeastern Grocers Makes Record Donation to Hope For The Warriors

July 4th proceeds, customer and vendor contributions will help veterans, service members and military families

JACKSONVILLE, Fla. (Aug. 1, 2016) – For the second consecutive year through a combination of customer and vendor donations and all profits earned at BI-LO, Harveys and Winn-Dixie grocery stores on Independence Day, Southeastern Grocers announced today that it will donate \$2,022,843.45 in support of veterans and service members.

This year, Southeastern Grocers partnered with [Hope For The Warriors](#), which is celebrating 10 years of service, and is a national nonprofit dedicated to restoring a sense of self, family and hope for veterans, service members and military families.

The result of this year's campaign represents the single largest donation the organization has received since it was founded in 2006 and will help serve well over 2,000 service members and their families.

Ian McLeod, CEO and president of Southeastern Grocers, said, "Thank you to our customers, our associates and our business partners for supporting us in our fundraising efforts for this worthy cause. We are delighted to be able to present Hope For The Warriors with over \$2 million.

This represents our ongoing commitment to our nation's servicemen and women, and those who support them when they return home."

Robin Kelleher, Co-Founder, President and CEO of Hope For The Warriors said, "We are extremely grateful to and humbled by Southeastern Grocers and their loyal employees, customers and partners for honoring us with the single largest donation in our organization's history. As we celebrate our 10th anniversary, the significant impact of this donation to our mission will allow us to serve thousands of those in need through our programs in communities across the country.

This incredible partnership with Southeastern Grocers is taking us to the next phase to implement a holistic wellness model. We look forward to utilizing these campaign funds to empower veterans, service members, military families and families of the fallen for years to come."

The donated funds were raised through contributions made in BI-LO, Harveys, and Winn-Dixie stores during checkout, as well as on each organization's dedicated website. Additionally, on Monday, July 4, every penny in profit earned at Southeastern Grocers' approximately 750 stores was donated.

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One hundred percent of the funds raised will help the organization provide comprehensive support programs focused on transition, health and wellness, peer engagement, and connections to community resources for those actively serving in the military, veterans, military families and caregivers throughout the country.

Customers, associates and vendors also showed their support for the cause by honoring a veteran or service member with a personal note displayed in-store on the Wall of Honor, which began on June 22, or by posting a dedication on the All for Honor Facebook page, www.facebook.com/allforhonor.

Southeastern Grocers' business partners also donated generously to the cause, with the companies below making notable contributions to the campaign:

- National Beef
- Silver Springs
- PepsiCo
- C&S
- Flowers Bakery
- Sanderson Farms
- Tyson
- City Facilities
- Nestle Waters

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About Hope For The Warriors

Founded in 2006, Hope For The Warriors is a national nonprofit dedicated to restoring a sense of self, family and hope for post 9/11 veterans, service members and military families. Since its inception, Hope For The Warriors has served approximately 10,000 through a variety of support programs focused on transition, health and wellness, peer engagement and connections to community resources. The nonprofit's first program, A Warrior's Wish, has granted 151 wishes to fulfill a desire for a better quality of life or support a quest for gratifying endeavors. In addition, Run For The Warriors has captured the hearts of more than 22,000 since 2010. For more information, visit <http://www.hopeforthewarriors.org/>, [Facebook](#) or [Twitter](#).

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Fresco y Más, Harveys and Winn-Dixie grocery stores, is the second-largest supermarket in the Southeast based on store count. The company employs nearly 60,000 associates who serve customers in approximately 750 grocery stores, 140 liquor stores and 500 in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, Harveys and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and loyal associates, and strong commitments to providing the best possible quality and value to customers. For more information, visit www.bi-lo.com, www.frescoymas.com, www.harveyssupermarkets.com and www.winndixie.com.

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