

FOR IMMEDIATE RELEASE – August 17, 2016

Joe Caldwell

Manager; Corporate Communications

904-318-7197

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



**SOUTHEASTERN GROCERS LAUNCHES DONATION PROGRAM TO AID LOUISIANA**

- *Grocer to support historic flood recovery effort with American Red Cross*
- *Nearly 750 stores across the Southeast able to take donations*
- *Southeastern Grocers to match customer donations dollar for dollar*

**JACKSONVILLE, FL (August 17, 2016)** - As communities across Louisiana and Mississippi struggle through historic flooding, Southeastern Grocers would like to extend heartfelt sympathy to those fighting during this flood, working in recovery and to those who have lost loved ones.

Southeastern Grocers' 4,400 Winn-Dixie associates in Louisiana are working hard to keep as many stores in the region open as possible to serve customers. Beginning Wednesday, August 17<sup>th</sup>, and lasting through August 23<sup>rd</sup>, all Winn-Dixie, BI-LO and Harveys customers will be able to contribute to the flood relief efforts in stores throughout the entire footprint in the Southeast. With every dollar donated by customers, Southeastern Grocers will match this through the Southeastern Grocers Foundation.

**Ian McLeod, President and CEO of Southeastern Grocers said,** "Winn-Dixie has been a part of the Louisiana community for 60 years. During that time, the strength and resilience of the community has been tried time and time again, and we are proud to have the people of Louisiana as our customers, our associates, and our neighbors, as their bravery and perseverance has been an inspiration as we begin our recovery efforts."

"We are encouraging all our customers across the Southeast to rise up and support the great states and communities of Louisiana and Mississippi. We will continue to work tirelessly on the ground and with the American Red Cross to direct all available resources to help the people affected by the flooding."

Home of



**Winn-Dixie**

Southeastern Grocers LLC, 8928 Prominence Parkway; Building 200, Jacksonville, FL 32256  
Local: 904.783.5000 Toll Free: 1.800.967.9105

[www.segrocers.com](http://www.segrocers.com)

**Anna Trefethen, Vice-President for the Southeast and Caribbean Division of the American Red Cross** said, "Southeastern Grocers plays an integral role in helping communities when disaster strikes across the Southeast. We are extremely grateful for the support of their stores, employees and customers here in Louisiana and across the Southeast. Our response to this disaster is only made possible when partners like Southeastern Grocers step forward and respond."

Winn-Dixie operates 47 stores in the state of Louisiana. As of Tuesday, August 16<sup>th</sup>, all stores are open for business, with the exception of three that took significant impact from the flooding. Every effort is being made to quickly and safely re-open the following stores:

- Winn-Dixie Store 1490 – 2004 North Parkerson Avenue, Crowley, LA 70526
- Winn-Dixie Store 1591 – 28145 Walker South Road, Walker, LA 70785
- Winn-Dixie Store 1467 – 13555 Old Hammond Highway, Baton Rouge, LA 79816

Updates on stores can be found via social media and the [Winn-Dixie Facebook](#) and [Twitter](#) pages.

Customers may also go online to donate at the follow web addresses:

<http://www.redcross.org/harveys-pub>

<http://www.redcross.org/winndixie-pub>

<http://www.redcross.org/bilo-pub>

All customer contributions go directly to the American Red Cross' Disaster Relief and are used to provide food, shelter, counseling and other assistance to victims of the flooding.

#### **About Southeastern Grocers**

Southeastern Grocers, LLC, parent company and home of BI-LO, 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, 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](http://www.bi-lo.com), [www.harveyssupermarkets.com](http://www.harveyssupermarkets.com) and [www.winndixie.com](http://www.winndixie.com).

###

**LOUISIANA FLOOD APPEAL**

Wednesday August 17th - Tuesday August 23rd, 2016

**Be a friend,  
help a neighbor.**

