

FOR IMMEDIATE RELEASE

Southeastern Grocers Sending 54 Animals Home with Customers
Animals of America Collector Cards will have animal enthusiasts going wild

JACKSONVILLE, Fla. (March 9, 2016) – Gannet birds are too heavy to take off from the ground, but that won't stop them and 53 other species from flying out the door of your local grocery store through the newest collector craze to hit the Southeast. Southeastern Grocers, parent company to BI-LO, Winn-Dixie and Harveys, today launched Animals of America collector cards to educate young shoppers on the unique wildlife found in their own backyards, such as the Northern Gannet and many more.

Now through May 3, customers will receive a free four-pack of Animals of America cards with every \$20 purchase, while supplies last. Each of the 54 cards features an American animal and fun fact; designed for kids to collect, swap and organize in a collector's poster or album.

"With the Animals of America program, we have an opportunity to educate our children and get families talking about some of the natural wonders that make our home in the Southeast such a special and unique place," said Sharry Cramond, EVP of marketing and communications.

Southeastern Grocers worked closely with zoologists at the Jacksonville (Fla.) Zoo & Gardens to create the cards that represent species from six different habitats, including coastal, swamp, desert, mountains, home states and backyard. Customers will join mascot, "Billy the Bear," an animal character inspired by Billy the black bear at the Jacksonville Zoo & Gardens, as they learn more about animals native to the Southeast and North America.

There are many iconic southern species included in the collector sets, such as the Florida panther, American alligator, southern flying squirrel and the roseate spoonbill – and there are "hero" animals for each of the seven states in the Southeastern Grocers footprint: Florida, Georgia, South Carolina, North Carolina, Alabama, Mississippi and Louisiana.

The campaign has attracted the attention of an expert who knows all about the value of educating people about wildlife. With nearly 40 years of professional experience at the Columbus Zoo and as a wildlife educator, Jack Hanna's passion for wildlife has been a lifelong endeavor. Hanna believes that learning about animals from a young age, either through education programs or personal experience, instills a sense of wonder and respect for the natural world.

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Home of



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"I've loved animals since I was a young boy. Some of my favorite childhood memories are exploring the creek and its inhabitants behind my house in Tennessee," said Hanna. "Animals of America collector cards not only provide a fun way to understand and appreciate the animals that live around us, but also introduce kids to conservation efforts!"

Animals of America collector's posters are free at all BI-LO, Winn-Dixie and Harveys stores, while supplies last. Animals of America collector albums are also available for \$4 each, while supplies last.

There will be engaging signs throughout the store promoting the program and products that will provide Bonus cards, as well as entertaining and educational videos, TV advertising and radio promotions throughout the Southeast.

View sampling of videos here:

[Winn-Dixie – Go Wild – Snake](#)

[Winn-Dixie – Go Wild – Owl](#)

[BI-LO – Go Wild – Squirrel](#)

[BI-LO – Go Wild – Spoonbill](#)

[Harveys – Go Wild – Scorpion](#)

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 more than 60,000 associates who serve customers in more than 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, www.harveyssupermarkets.com and www.winndixie.com.

About Jack Hanna

Animal expert Jungle Jack Hanna's hands-on approach has won him widespread acclaim as Director Emeritus of the Columbus Zoo and Aquarium and *the Wilds*, conservationist, author, television personality, and lifelong adventurer. Recognized around the country as America's favorite zookeeper, Jack has made countless television appearances since 1983 on shows such as Good Morning America, The Late Show with David Letterman, Larry King Live, The Late Late Show with James Corden, The View, and Fox News and CNN news programs. He is the host of TV's Emmy award winning *Jack Hanna's Into the Wild* and *Jack Hanna's Wild Countdown*. For more information, visit www.jackhanna.com

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