

FOR IMMEDIATE RELEASE

**Southeastern Grocers teams up with collegiate partners
to send young fans, families to football games**

***Grocer donates over 1,000 tickets to local charities
for memorable game day experiences***

- Southeastern Grocers donates more than 1,000 collegiate football game tickets to provide memorable experiences for charities across the Southeast.
- These game day experiences are donated as part of [SEG Sports](#), a long-term commitment to celebrate healthy lifestyles and athletes of all ages and abilities.

JACKSONVILLE, Fla. (Oct. 21, 2016) – Southeastern Grocers (SEG), parent company of BI-LO, Harveys and Winn-Dixie, will send more than 1,000 young fans and their caregivers and families to college football games to experience the excitement of game day first-hand. SEG Sports and its partnership with collegiate teams throughout the Southeast are making it possible for young fans to cheer on their favorite teams and be inspired by an active lifestyle.

SEG, the official supermarket of Clemson University, University of South Carolina, University of Alabama, University of Florida and Florida State University, together with the schools, have identified the following organizations that support youth in their communities to receive complimentary tickets including:

- Salvation Army Boys and Girls Clubs of Anderson County
- Clemson Community Care
- Palmetto Place Children’s Shelter
- Boys & Girls Club of the Midlands
- Big Brothers Big Sisters of Greater Columbia
- Alabama-area youth football leagues
- Ronald McDonald House Charities of North Central Florida
- Boys & Girls Clubs of the Big Bend
- Big Brothers Big Sisters of Big Bend

Ian McLeod, President and CEO of Southeastern Grocers said, “Our customers in the Southeast love their football teams, and we love connecting them to unique and special experiences they’ll always remember. We hope these game day experiences will inspire young athletes of tomorrow while they cheer on their favorite teams in the stands.”

Southeastern Grocers will continue to coach, fuel and inspire our youth through SEG Sports and partnerships with college, professional and semi-professional sports teams. The grocer plans to continue working with reputable organizations to send youth and their families throughout the Southeast to upcoming games.

The Southeast is home to some of the world's most premier and established athletes, and Southeastern Grocers has a rich history of nearly 30 years of partnering with iconic athletic programs, that have won more than 100 national championships and southern conference titles with presence on the world stage.

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, www.harveyssupermarkets.com and www.winndixie.com.

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