

FOR IMMEDIATE RELEASE

Southeastern Grocers pumps up support for heart health during American Heart Month
Local customers are invited to fight heart disease and stroke through Life is Why™ campaign

JACKSONVILLE, Fla. (Feb. 4, 2025) – Southeastern Grocers Inc. (SEG), parent company and home of Harveys Supermarket and Winn-Dixie grocery stores, announces its in-store community donation program benefiting the American Heart Association, the world's leading nonprofit organization focused on heart and brain health, and its Life is Why campaign in celebration of American Heart Month.

Now through Feb. 25, Harveys Supermarket and Winn-Dixie customers across the Southeast can donate \$1, \$5 or round up their grocery bill to support the American Heart Association in its fight against heart disease and stroke. Every cent raised during this three-week program will directly support the lives of local individuals through innovative research, survivor services and prevention programs to help more people lower their risk of heart disease and stroke, which claim more lives in the U.S. than all forms of cancer and accidental deaths combined, according to the [American Heart Association](#). In fact, someone dies from heart disease, stroke or another cardiovascular disease every 34 seconds.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “We believe in the power of community and the importance of prioritizing heart health. Through our ongoing partnership with the American Heart Association and the Life is Why campaign, we are proud to provide our customers with an opportunity to support lifesaving initiatives that make a lasting impact in the communities we serve. Together, we can take meaningful steps to combat heart disease and stroke while inspiring our neighbors to live healthier lives.”

By partnering with the American Heart Association, SEG continues its mission to support healthier lifestyles—both through the nutritious foods it provides and the impactful initiatives it champions. The grocer is committed to nourishing its communities by offering fresh, high-quality options that empower customers to make heart-smart choices. A balanced diet is one of the most effective ways to reduce the risk of heart disease and stroke, and by making mindful food choices, Harveys Supermarket and Winn-Dixie customers can take proactive steps toward a healthier heart and overall well-being.

Caitlin Brunell, Executive Director for the First Coast American Heart Association, said, “Every second counts when it comes to heart health. By partnering with Southeastern Grocers and their generous customers, we are able to equip communities with vital resources like CPR equipment and education to help save lives. The Life is Why campaign is a call to action to honor what matters most – our reasons to

live healthier, longer lives – and we are proud to work with Southeastern Grocers to bring this mission to life.”

The Life is Why campaign aims to amplify, educate and inspire consumers to honor their reasons to live healthier, longer lives through giving. SEG remains a proud partner of the American Heart Association and together with its generous customers, has donated nearly \$1.5 million to aid the nonprofit in its lifesaving mission. For additional information about the Life is Why campaign and to get involved, visit www.heart.org.

About Southeastern Grocers

Southeastern Grocers Inc. (SEG), parent company and home of Harveys Supermarket and Winn-Dixie grocery stores, is an omnichannel retailer serving customers in brick-and-mortar grocery stores and liquor stores, as well as online with convenient grocery delivery and curbside pickup throughout Alabama, Florida, Georgia, Louisiana and Mississippi. Harveys Supermarket and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring associates and a strong commitment to providing the best possible quality and value to customers. For more information, visit www.harveyssupermarkets.com and www.winndixie.com.

About the American Heart Association

The American Heart Association is a relentless force for a world of longer, healthier lives. Dedicated to ensuring equitable health in all communities, the organization has been a leading source of health information for more than one hundred years. Supported by more than 35 million volunteers globally, we fund groundbreaking research, advocate for the public’s health, and provide critical resources to save and improve lives affected by cardiovascular disease and stroke. By driving breakthroughs and implementing proven solutions in science, policy, and care, we work tirelessly to advance health and transform lives every day. Connect with us on heart.org, [Facebook](#), [X](#) or by calling 1-800-AHA-USA1.

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