



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Southeastern Grocers launches annual community donation program to aid the American Red Cross
Grocer and Red Cross continue to help communities prepare as peak hurricane season arrives

JACKSONVILLE, Fla. (Aug. 27, 2024) – Southeastern Grocers Inc. (SEG), parent company and home of Harveys Supermarket and Winn-Dixie grocery stores, has launched its annual in-store community donation program benefiting the American Red Cross. Now through Sept. 17, Harveys Supermarket and Winn-Dixie customers can donate \$1, \$5 or round up their purchase at checkout to support the American Red Cross’ disaster relief efforts during peak hurricane season and aid neighbors affected by natural disasters now and in the future.

SEG, together with the SEG Gives Foundation, kicked off hurricane season by donating water, shelf-stable items and \$250,000 to the American Red Cross to help the organization prepare for the season. Every dollar donated through SEG’s community donation program will help support the Red Cross’ disaster relief efforts, which provide essential aid to those affected by disasters across the country, including food, shelter, relief supplies, emotional support, recovery planning and other assistance. Throughout SEG’s lifetime partnership with the American Red Cross, the grocer has donated more than \$12 million and provided relief for countless storms impacting local communities across the Southeast.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “We have nearly 100 years of experience serving the Southeast, and we’ve witnessed too many times the devastation hurricanes can bring. Our longtime partner, the American Red Cross, provides vital aid when disaster strikes, but we encourage all our Southeast neighbors to prepare now as we enter peak hurricane season. Time and again, our communities have bravely risen to face natural disasters, but the takeaway is always the same: preparation makes a difference.”

Earlier this month, Hurricane Debby proved even a slow-moving category-one storm could wreak havoc on the Southeast, damaging more than 420 homes, according to preliminary reports. To date, the Red Cross has provided more than 1,948 overnight stays to displaced individuals and has more than 250 trained Red Cross responders on the ground to continue aiding impacted communities.*

Christian Smith, Regional CEO for the American Red Cross, said, “Our partnership with Southeastern Grocers is a cornerstone of our ability to act decisively during critical moments. Their unwavering

* [Red Cross Continues to Help People Impacted by Debby](https://www.redcross.org/news/2024/08/27/red-cross-continues-to-help-people-impacted-by-debby), [RedCross.Org](https://www.RedCross.Org)

commitment ensures we are always ready to deliver lifesaving aid and essential support when communities need it most. Together, we deliver more than just preparedness before a storm and immediate relief after; we also bring the resilience and hope that empower communities to rebuild during their darkest hours.”

As peak hurricane season arrives, SEG is encouraging its neighbors to create or restock their hurricane kits. To prepare, customers are encouraged to review the [Red Cross’ Survival Kit Supplies checklist](#) for essential items needed during and after a disaster. Each household should be prepared with the appropriate amount of water, nonperishable food, batteries and first aid kits, as well as any necessary baby supplies and pet food.

The grocer is also committed to helping customers save money while replenishing their disaster relief kit as well as maximizing discounts on everyday grocery essentials. Through its signature Price Hold program, SEG lowers and holds down prices on more than 1,000 commonly shopped products each season to help families stretch their grocery budget. Harveys Supermarket and Winn-Dixie customers can easily shop for emergency preparedness staples like shelf-stable foods, batteries, cleaning supplies and hygiene items and save nearly 20% on products identified by blue Price Hold signs.

For more information on shopping at neighborhood stores for disaster preparedness needs, visit www.harveyssupermarkets.com/community/hurricane-preparedness and www.winndixie.com/community/hurricane-preparedness.

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 SEG Gives Foundation

SEG Gives Foundation is the charitable arm of Southeastern Grocers Inc. (SEG), parent company of Harveys Supermarket and Winn-Dixie stores. The SEG Gives Foundation aligns giving with causes that are priorities to the communities SEG serves, including the fight against hunger, support for military service members and their families, relief to those affected by extreme weather and natural disasters and championing belonging, inclusion and diversity by combating social injustice to bridge the gap of inequities faced by many individuals, families and communities. Southeastern Grocers strives to be ingrained in its communities and, through the SEG Gives Foundation, better the lives of its customers and neighbors.

About the American Red Cross

The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit [redcross.org](https://www.redcross.org) or [CruzRojaAmericana.org](https://www.CruzRojaAmericana.org), or follow us on social media.

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