

WWP News & Media: Veteran Group Outings, Charity Events, Helping Vets

BI-LO, Harveys and Winn-Dixie to hold Wounded Warrior Project Day

JACKSONVILLE, Fla., (July 1, 2015) – Wounded Warrior Project® (WWP) and longtime

collaborator Southeastern Grocers — home of BI-LO, Harveys and Winn-Dixie — band together for a special Fourth of July initiative: Wounded Warrior Project Day. Southeastern Grocers will donate every cent of every dollar of Independence Day profits to WWP to help support the Independence Program.

The WWP Independence Program helps warriors live life to the fullest, on their own terms. It pairs a specialized case manager with each injured service member and his or her family to develop a personalized plan that targets the warrior's needs or interests. In many instances, for the cost of one month in an in-patient institutionalized brain injury rehabilitation program, the WWP Independence Program can provide a year's worth of community-based support on a weekly basis to an individual warrior.

On Saturday, July 4, BI-LO, Harveys and Winn-Dixie customers can support WWP programs by simply shopping at one of the nearly 800 participating grocery stores in Alabama, Mississippi, Louisiana, Florida, Georgia, Tennessee, North and South Carolina. Customers are also able to make individual contributions to WWP at BI-LO, Harveys and Winn-Dixie websites and in-store checkout stations.

"BI-LO, Harveys and Winn-Dixie operate in states with some of the highest active duty military populations in the United States," said Ian McLeod, Southeastern Grocers president and chief executive officer.

McLeod announced the initiative and thanked active and retired military and their families for their service and sacrifice. "While we recognize on Memorial Day those soldiers who paid the supreme sacrifice, and give thanks to those that have served on Veterans Day; the sacrifice and needs of those who are severely injured visibly or invisibly is not necessarily fully understood. I am honoured that we are running this program and am thankful to the military men and women and their families for their service and sacrifice." "We are excited to continue our work with BI-LO, Harveys and Winn-Dixie in the spirit of lifelong commitment to serving our nation's veterans," said Steve Nardizzi, WWP chief executive officer. "The promise we have made to injured servicemen and women is evident in the kindness from companies like Southeastern Grocers. The generosity that will result from Wounded Warrior Project Day is vital to honoring and empowering our nation's bravest. Independence Day provides a timely framework to celebrate that mission and those who help us fulfill it, while uplifting those we serve."

Wounded Warrior Project Day is one of many ways Southeastern Grocers continues to support Wounded Warrior Project® (WWP). Southeastern Grocers has donated more than \$610,000 to WWP in the following areas: Believe In Heroes® campaign, Soldier Ride® and the Alumni Program. Wounded Warrior Day will also be celebrated on social media platforms across the Internet. Donors with social media accounts are welcome to post tributes to injured veterans using #allforhonor.

Downloadable video link: <http://www.businesswire.com/news/home/20150630006628/en/SoutheasternGrocers-Donate-Profits-4th-July-Wounded#.VZO8BkbG8Zy>

About Southeastern Grocers

Southeastern Grocers, LLC, parent company of BI-LO, Harveys and Winn-Dixie grocery stores, is the fifthlargest conventional supermarket chain in the U.S. and the second-largest conventional supermarket in the southeast based on store count. The company employs nearly 72,000 associates who serve customers in approximately 790 grocery stores, 143 liquor stores and 527 in-store pharmacies throughout the eight southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. 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, please visit www.segrocers.com, www.harveyssupermarkets.com and www.winndixie.com.

About Wounded Warrior Project

The mission of Wounded Warrior Project® (WWP) is to honor and empower Wounded Warriors. WWP's purpose is to raise awareness of, and to enlist the public's aid in meeting, the needs of injured service members; to help injured servicemen and women aid and assist one another; and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. For more information or to get involved, visit woundedwarriorproject.org. Families interested in learning more about the Independence Program should contact infoip@woundedwarriorproject.org.

<https://newsroom.woundedwarriorproject.org/2015-07-01-BI-LO-Harveys-and-Winn-Dixie-to-hold-Wounded-Warrior-Project-Day>