



- Advertisement -

**Southeastern Grocers salutes U.S. military families**

---

May 24, 2024

Southeastern Grocers Inc. launched its seventh annual community donation program in support of Folds of Honor, a dedicated nonprofit organization that provides educational scholarships to the families of fallen and disabled military members.

From now until June 18, Harveys Supermarket and Winn-Dixie customers can pay tribute to U.S. military heroes while shopping at their local stores by donating or rounding up their grocery bill to the nearest dollar at checkout.

In observance of Memorial Day, SEG, together with the grocer's charitable arm, the SEG Gives Foundation, matched all customer donations made May 24–27. This matching program ensures every generous cent contributed will have double the impact, helping provide scholarships to the families who have sacrificed so much. For those unable to donate at the register – and even neighbors not shopping this weekend – consider donating a minute of time. Spend a moment to reflect and remember those who served to protect our freedom.

"Our military communities embody incredible strength and resilience, and this cause is close to our hearts, especially here in the Southeast, where so many of our service members call home," said Anthony Hucker, president and CEO for Southeastern Grocers. "Our annual community donation program is our way of standing with the families who have endured great sacrifice for our country, providing them with the support and recognition they deserve. Together, we can make a profound difference in the lives of these courageous families and honor the memory of their loved ones."

Since the beginning of its partnership in 2018, SEG has donated more than \$7.5 million for Folds of Honor with the help of its generous customers, associates and foundation. The funds have provided more than 1,500 educational scholarships for the children and spouses of fallen and disabled U.S. military service members.

[Print](#)