



FOR IMMEDIATE RELEASE

Fresco y Más launches Community Donation Program benefiting the League Against Cancer
Funds raised during Hispanic Heritage Month and Cancer Awareness Month
will provide free medical care

MIAMI, Fla. (September 24, 2019) – In support of Hispanic Heritage Month and ahead of Cancer Awareness Month in October, Fresco y Más has launched its second Community Donation Program this year benefiting the League Against Cancer (Liga Contra el Cancer), a non-profit organization that helps cancer patients without financial resources or health insurance receive free medical treatment. Now through Oct. 15, customers who shop at any of the 23 Fresco y Más locations in South Florida can contribute and help the organization raise the funds it needs to continue helping thousands of South Floridians battle cancer.

The Community Donation Program is live in stores now during Hispanic Heritage Month celebrations, taking place through October 15, which include events showcasing Hispanic culture. The variety of events include, domino tournaments, a color-by-number community mural interpreting Hispanic food culture by Hispanic artist Marlon Pruz, live music performances and cooking demonstrations courtesy of La Fe Foods for customers to enjoy.

Sergio Benitez, Director of Operations for Fresco y Más, said, "Fresco y Más is pleased to support the League Against Cancer. Many of our South Florida residents have been or will be affected by cancer, or having a loved one diagnosed with cancer. By financially supporting the organization, we can help ensure excellent screenings and treatment services are easily accessible to residents in need living in our community."

Since 1975, the League Against Cancer has been dedicated to saving lives in South Florida, providing free medical care to more than 66,000 cancer patients in need. According to the organization, cancer treatments can amount to as much as \$50,000 per patient, even more in some cases. The League Against Cancer, which depends on grants and donations from the public and private sector to carry out its lifesaving work, uses funds to provide treatment to low-income cancer patients who would otherwise have no access to medical care.

Adriana Cora, Executive Vice President of the League Against Cancer, said, "The League Against Cancer's patients, staff and volunteers are very grateful to Southeastern Grocers and Fresco y Más for their continued support over the years. We invite the community to shop at their local Fresco y Más store and support our very important cause. Community contributions will allow us to continue providing low-income, uninsured cancer patients with lifesaving medical treatment."

Southeastern Grocers, Inc., parent company of Fresco y Más and Winn-Dixie stores, is a longtime friend of the organization. The nearly 40-year relationship between the League Against Cancer and Winn-Dixie has resulted in more than \$3 million in donations for the non-profit. In 2018, Fresco y Más became the League Against Cancer's official community partner. This past June, Fresco y Más presented a check for \$105,000 to the League Against Cancer during its live telethon. The amount was raised through

generous customer donations and additional contributions made by Fresco y Más | Contribuye during the month of May. More than 25 Fresco y Más employees also volunteered their time and support to the League Against Cancer during the highly anticipated annual event. Since 2016, Fresco y Más has donated more than \$300,000 to the organization.

To learn more about the League Against Cancer and how you can support the organization, visit ligacontraelcancer.org.

About Fresco y Más

Founded in 2016, Fresco y Más grocery stores serve Hispanic and Caribbean communities throughout South, West and Central Florida. Fresco y Más is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast. For more information, please visit www.frescoymas.com and www.segrocers.com.

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For interviews or images contact:

Kaley Shaffer

Sr. Manager, Consumer Communications and Community Affairs

Cell: (904) 612-9441

media@segrocers.com