

Winn-Dixie, Sara Lee, SHOPA to Donate School Supplies to Katrina Kids

March 23, 2006

MARCH 23, 2006 -- JACKSONVILLE, Fla. -- Winn-Dixie Stores, Inc., based here, and Sara Lee Food & Beverage will join forces with the School, Home & Office Products Association (SHOPA) Kids In Need Foundation to present the students of Greenlawn Terrance Elementary School in Hurricane Katrina-ravaged Kenner, La. with prepackaged boxes of school supplies.

Each Kit for Kidz will include paper, folders, glue, scissors, pencils and crayons, among other school supplies. The kit can also serve as a storage box for supplies and schoolwork for the rest of the school year.

The presentation of the school supplies will be the culmination of a month-long campaign at local Winn-Dixie stores. The grocer will donate a portion of proceeds generated from the purchase of **Sara Lee** brand meats, including Ball Park, State Fair, Bryan, Hillshire Farm, and Jimmy Dean, to the SHOPA Kids In Need Foundation to buy school supplies for children deprived of necessary school supplies by the recent devastation caused by the hurricane.