



## 2020 Publix Appreciation Week Guide & Timeline

United Way of Central Florida is excited to partner with local United Ways across the southeast in celebrating the support of Publix Super Markets, Inc. February 24-28, 2020. Below is a guide for how you can celebrate one of our largest supporters worldwide throughout your local Publix Appreciation Week.

As you begin to plan your Publix Appreciation Week events, here are a few ideas for ways you can show some extra love to our Publix Associates this year:

- **Plan events throught the week.** Events could include: breakroom deliveries, breakfast or luncheons with key supporters, local store visits, positive picketing in front of each store, an in-store flash mob and more! **Get creative!**
- **Plan a digital celebration.** Highlight Publix Super Markets, Inc. partnership with your local United Way through blog and social media posts. Post can include spotlights of key supporters, the history of the partnership and the stories of how Publix has supported your local community. Not sure what to post? No need to stress. UWCF will provide templates of content you can share. And make sure to include our hashtag, **#UWlovesPublix.**
- **Spread the news.** Does your community know that Publix Super Markets, Inc. is the second largest donor to United Way Worldwide? That's a big deal! UWCF will provide a news release template for you to share with your local media partners announcing the 2019 Publix Campaign total.

## 2020 Publix Appreciation Week Timeline

Date	Activity
Monday, February 24	Send news release to local media & begin social media blitz
Tuesday, February 25	Host Publix Coordinator Breakfast/Luncheon
Wednesday, February 26	Publix Green Day
Thursday, February 27	Pep Rally/Flash Mob/Local Store Visits
Friday, February 28	Continue Social Media Blitz

