



2021 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 22-26, 2021. 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.

2021 Publix Appreciation Week Timeline

Date

Activity

Monday, February 22

Blog post from United Way Worldwide

Tuesday, February 23

Shout Out "My Publix" on UWCF Social Medial Page

Wednesday, February 24

Green Your Heart Out (share a photo of you with your Publix Green)

Thursday, February 25

Video clip/Slideshow of Publix Drive-Thru on 2/19

Friday, February 26

Social Media Blitz

