



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. March 1-5, 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 throughout the week.** Events could include: store deliveries of goodies, a physically distance drive-thru celebration or even a virtual event. **Get creative!**
- **Plan a digital celebration.** Highlight Publix's partnership with your local United Way through blog and social media posts. Posts can include spotlights of key supporters, the history of the partnership and 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 largest Global Corporate Leader in the world. That's a big deal! Our team will provide a blog post and social media templates for you to share on social media.

2021 Publix Appreciation Week Timeline

Date	Activity
Monday, March 1	Post to your Social Media Stories (Create fun surveys and interactive content to celebrate with Publix associates)
Tuesday, March 2	Social Media Blitz (E-card V1)
Wednesday, March 3	Green Your Heart Out (share a photo wearing your Publix green outfit)
Thursday, March 4	Social Media Blitz (E-card V2)
Friday, March 5	Share video from Suzanne McCormick