



2024 Special Olympics Florida – Publix Torch Campaign

Jan. 12-Jan.21, 2024- All Publix Stores in USA

Publix, Procter & Gamble, and Special Olympics have partnered together for 44 years to help people with intellectual disabilities achieve their dreams. This signature event unites Publix associates, customers and local communities in an effort to support thousands of Special Olympics athletes and their families.

Beginning January 12 and running through January 21, customers who visit their local Publix can help support their state athletes with a donation which can be made at the register during check out for as little as \$1 or a specific desired amount.



“At Publix, our mission is to be involved as responsible citizens within our communities,” said Dwaine Stevens, Publix Director of Community Relations. “Our support of Special Olympics began 44 years ago, recognizing their impact as a means to build strong communities then, and this legacy continues today as we are proud to be an employer of choice among more than 800 Special Olympics athletes across our seven-state operating area. We offer our athletes more than just a job — we offer a fulfilling career and an extension of family. We are proud to join our communities in doing good together.”

To participate in the Torch Icon Campaign, please visit your local Publix from January 12-21, 2024 and donate to Special Olympics to help create a world of inclusion and acceptance for people with intellectual disabilities.

All donations made at Publix Stores in Monroe County will directly benefit our athletes residing in Monroe.

About Special Olympics Florida

Special Olympics Florida provides year-round sports training, competition, and health services to children and adults with intellectual disabilities, at no cost to the athletes or their caregivers, as a means to achieve physical fitness, self-esteem, socialization skills, and the life skills necessary to be productive, respected, and contributing members of their communities. To learn more, visit www.specialolympicsflorida.org.