2024 Calendar

Publix Seasonal Events	Themed Campaigns	Submission Time Frame* (includes artwork)	Approval Notification	new	USDA Organic	Program Dates	Publix Seasonal Events	Themed Campaigns	Submission Time Frame* (includes artwork)	Approval Notification	new	USDA Organic
Healthy You	Plant-Based [†]	10/13/23 – 10/26/23	11/22/23			7/27 – 8/9	Back To School	Back to School	4/26/24 – 5/9/24	6/5/24		
Super Bowl 2/11	Game Day Favorites	10/27/23 – 11/9/23	12/6/23			8/10 - 8/23	Back To School	Back to School New Item	5/10/24 – 5/23/24	6/19/24	\bigcirc	
Heart Health	Live Well	11/10/23 – 11/23/23	12/20/23			8/24 - 9/6	Labor Day 9/2		5/24/24 - 6/6/24	7/3/2/		
Spring Break	2 For the Price of 1	11/24/23 – 12/7/23	1/3/24			0/24 - 9/0	Labor Day 9/2	Plant-Based	5/24/24 - 0/0/24	113/24		
March Madness	Tournament Time	12/8/23 – 12/21/23	1/17/24			9/7 – 9/20	Tailgating	 Hispanic Heritage Live Well 	6/7/24 – 6/20/24	7/17/24		
Easter 3/31	Cool Foods	12/22/23 – 1/4/24	1/31/24	\checkmark		9/21 – 10/4	Fall Season	Game Day Favorites	6/21/24 – 7/4/24	7/31/24		
Spring	Plant-Based [†]	1/5/24 – 1/18/24	2/14/24			10/5 – 10/18	Frozen Food	Cool Foods	7/5/24 – 7/18/24	8/14/24		
Earth Day 4/22	Live Well	1/19/24 – 2/1/24	2/28/24			10/19 – 11/1	Halloween 10/31	Fall Flavors	7/19/24 – 8/1/24	8/28/24		
Mothers Day 5/12	2 For the Price of 1	2/2/24 – 2/15/24	3/13/24			11/2 – 11/15	Thanksgiving 11/28		8/2/24 – 8/15/24	9/11/24		
Memorial Day 5/27	Pet Essentials	2/16/24 – 2/29/24	3/27/24			11/16 – 11/29	Thanksgiving 11/28		8/16/24 – 8/29/24	9/25/24		
Fathers Day 6/16	Hurricane Preparedness	3/1/24 – 3/14/24	4/10/24			11/30 – 12/13	Baking	Holiday Favorites	8/30/24 – 9/12/24	10/9/24		
Summer	Plant-Based [†]	3/15/24 – 3/28/24	4/24/24			12/14 – 12/27	Holidays	Holiday Beauty	9/13/24 – 9/26/24	10/23/24		
Independence Day	 Ice Cream Adventures Summer Grilling 	3/29/24 – 4/11/24	5/8/24			12/28 – 1/10	Holidays	Live Well	9/27/24 – 10/10/24	11/6/24		
Ice Cream Month	2 For the Price of 1	4/12/24 – 4/25/24	5/22/24									
	Events Healthy You Super Bowl 2/11 Heart Health Spring Break March Madness Easter 3/31 Spring Earth Day 4/22 Mothers Day 5/12 Memorial Day 5/27 Fathers Day 6/16 Summer	EventsCampaignsHealthy YouPlant-BasedtSuper Bowl 2/11Game Day FavoritesHeart HealthLive WellSpring Break2 For the Price of 1March MadnessTournament TimeEaster 3/31Cool FoodsSpringPlant-BasedtEarth Day 4/22Live WellMothers Day 5/122 For the Price of 1Memorial Day 5/27Pet EssentialsFathers Day 6/16Hurricane PreparednessSummerIce Cream Adventures • Summer Grilling	Publix Seasonal EventsThermed CampaignsTime Frame* (includes artwork)Healthy YouPlant-Based*10/13/23 - 10/26/23Super Bowl 2/11Game Day Favorites10/27/23 - 11/9/23Heart HealthLive Well11/10/23 - 11/23/23Spring Break2 For the Price of 111/24/23 - 12/7/23March MadnessTournament Time12/8/23 - 12/21/23Easter 3/31Cool Foods12/22/23 - 1/4/24SpringPlant-Based*1/5/24 - 1/18/24Earth Day 4/22Live Well1/19/24 - 2/1/24Mothers Day 5/122 For the Price of 12/2/24 - 2/15/24Memorial Day 5/27Pet Essentials2/16/24 - 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