

Special Olympics Georgia and Publix Super Markets Light the Torch for Athletes with Intellectual Disabilities

The annual Torch Icon Campaign brings awareness and raises money to support Special Olympics athletes in Georgia and throughout the Southeast

DATELINE LOCATION (January 10, 2025) – Special Olympics Georgia and Publix Super Markets are teaming up once again to support Special Olympics athletes throughout Georgia and the southeast United States.

From January 10 through 19, the organizations will hold the annual Torch Icon Campaign at Publix, bringing together Publix associates, customers and local communities to support more than 18,546 Special Olympics athletes in Georgia and beyond. The first Torch Icon Campaign was held in 1993.

During the campaign, customers who visit their local Publix can help support their state's athletes with a donation upon checkout. All donors will receive over \$25 in coupon savings, including exclusive savings on Procter & Gamble brands like Bounty, Crest, Tampax, Olay, Old Spice, and Pampers. Donations can be made at the register during check out for as little as \$1 or a specific desired amount.

Since 1993, more than \$76 million dollars has been raised through the Torch Icon Campaign, helping Special Olympics athletes to develop their physical and mental wellness, demonstrate courage and experience the power of sports with their family, friends and their local communities.

"Special Olympics Georgia is so honored and appreciative of this year's Publix campaign to benefit the 18,546 registered athletes in our state," said Georgia Milton-Sheats, Special Olympics Georgia CEO. "The shoppers, associates and managers of Publix continue to show their generous support of Special Olympics Georgia, the mission and the courageous athletes and that support continues to be instrumental in our overall success."

Both Special Olympics Georgia and Publix are dedicated to improving the lives of people with intellectual disabilities. Special Olympics Georgia offers year-round sports training and competition, critical health services, leadership development, speaking engagements and inclusive programming for its athletes. Publix employs many Special Olympics athletes and, for decades, has looked at the abilities of every associate.

"We are honored to continue our support of Special Olympics Florida in highlighting the tremendous talents and gifts of its athletes and all people with intellectual disabilities," said Hannah Herring, Publix media relations manager. "Our associates look forward to the Torch Icon Campaign each year and are proud to support the mission of Special Olympics."

Special Olympics Georgia serves more than 18,546 athletes who compete at the local, state, national and international levels. In addition to training and competition for these athletes, it provides crucial health screenings and leadership opportunities to its athletes.

About Special Olympics Georgia (SOGA): SOGA provides year-round sports training and athletic competition in a variety of Olympic-type sports for 18,546 children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in the sharing of gifts, skills, and friendships with their families, other Special Olympics athletes, and the community. For more information, visit. www.SpecialOlympicsGa.org

About Publix Super Markets

Publix, the largest employee-owned company in the U.S. with more than 255,000 associates, currently operates 1,390 stores in Florida, Georgia, Alabama, Tennessee, South Carolina, North Carolina, Virginia and Kentucky. For 27 consecutive years, the company has been recognized by *Fortune* as a great place to work. In addition, Publix's dedication to superior quality and customer service is recognized among the top in the grocery business. For more information, visit the company's newsroom at corporate.publix.com/newsroom.

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