

Rite Aid

Case Study

50 ACTS OF WELLNESS TOUR

Rite Aid celebrated its 50th anniversary with 50 community-focused events across the country, each designed around specific local health and wellness needs.

Community Wellness • Local Activation • Integrated Outreach

TURNING AN ANNIVERSARY

INTO 50 LOCAL WELLNESS EXPERIENCES

A locally relevant wellness program supported by integrated outreach.

50 EVENTS
NATIONWIDE

OUR APPROACH

Tailor programming to each market through community-focused initiatives such as health fairs, school events, new parent education, flu prevention, after-school children programs, food pantries, first responder appreciation, and flash exercise events. Extend the program's reach through integrated sponsorships, PR, live events and social media.

THE TAKEAWAY

The national platform stayed consistent while each event reflected the needs of its local community.



