



Fruits & Veggies—More Matters Retail RD of the Year Application

Submit your application to corpcomm@pbhfoundation.org
by **January 5th** for the previous year's work

Selection and Recognition:

The top 3-5 Supermarket RDs and/or health & wellness staff will be chosen by February 15th each year based on the nomination and the extent of support for PBH and Fruits & Veggies—More Matters. PBH will notify those selected by February 20th.

Nominees will be invited to attend the PBH Annual Conference to be formally recognized (PBH will pay for airfare, conference registration, hotel, and ground transportation).

Criteria:

A minimum of three criterion must be met to be considered for nomination. In addition to this form, please attach any supporting information/ documents such as pictures, summaries of events/ promotions/outreach, and logo usage. All information should be submitted together in one email to corpcomm@pbhfoundation.org (up to 9MB), if possible. Though self-nominations will be accepted, nominations from someone other than the nominee are strongly encouraged.

- Support the Fruits & Veggies—More Matters brand in-store. (Weekly ad circulars, POS Signage, Supplies, Private label packaging, etc.)
- Support the Fruits & Veggies—More Matters brand through social media and digital channels. (Copy/text about FVMM on website, link to FruitsAndVeggiesMoreMatters.org, e-newsletters, support through social media, etc.)
- Promote Fruits & Veggies—More Matters month during September. (Promote through weekly ad circulars/POS signage, website, social media, special promotions, etc.)
- Enhanced support for PBH and Fruits & Veggies—More Matters. (Attend PBH events, submit an article for *Insiders Viewpoint*, introduce other supermarket staff to PBH, etc.)
- Support Fruits & Veggies—More Matters through community outreach efforts. (Demonstrations, cooking classes, wellness clinics, store tours, school visits, corporate wellness program, PR activities, etc.)

Full Name/Credentials: _____

Title: _____

Retail Chain: _____

Email: _____

Date: _____