

YOUR CHOICES MATTER



JOIN THE MOVEMENT!

SEPTEMBER IS PALM DONE RIGHT MONTH

[www.palmdoneright.com](http://www.palmdoneright.com)

## RETAILERS

- **Employee Contest:** Enter to win by submitting either a photo or a video highlighting our Brand Partner products.



**One Grand Prize:** 7-night stay in Hilton Head, sponsored by Wholly Wholesome.



**Ten Runner-Up Prizes:** \$200 gift card to Patagonia Provisions.

- **POS Kit:** In-store signage for the sales floor, plus PDR swag and Brand Partner goodies for your staff!
- **Social Media:** Use a selection of the following hashtags:  
**#UniteForPalmDoneRight**  
**#PalmDoneRightMonth**  
**#SudsUpSustainably**  
**#ChoicesMatter**

## BRANDS

- **Social Media:** Tell the PDR story through your social media channels! Use a selection of the following hashtags to raise awareness on the sustainable palm oil movement:  
**#UniteForPalmDoneRight**  
**#PalmDoneRightMonth**  
**#SudsUpSustainably**  
**#ChoicesMatter**
- **Post a video singing the PDR Jingle!** Jingle is in the tune of the nursery rhyme Frère Jacques: "Tend the forests, care for people, and wildlife. Let's unite! To make a healthy planet, and strong communities. Yes to Palm Done Right, Palm Done Right!"

## BUSINESS-CONSCIOUS CONSUMER

- **Social Media:** Tell the PDR story through your channels! Use a selection of the following hashtags in your social media channels to raise awareness on the sustainable palm oil movement:  
**#UniteForPalmDoneRight**  
**#PalmDoneRightMonth**  
**#SudsUpSustainably**  
**#ChoicesMatter**
- **Support the Brands and Retailers:** Visit the Retailer Partners and buy the Brand Partner products! Follow their social media pages and help to elevate their voices.

