

# Employee Appreciation Day



**PUBLICATION DATE:** Friday, March 5  
**GET INVOLVED BY:** Friday, January 29  
**MATERIAL DUE:** Friday, February 26

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Employee Appreciation Day, celebrated the first Friday in March, is an opportunity to acknowledge the contributions of employees to the success of an organization through hard work and efforts throughout the year. This special feature will highlight leadership in employee engagement and recognition as well as workplace support initiatives through turbulent times.

**Proposed topic highlights:**

**EMPLOYEE APPRECIATION** – Celebrating stories of successes and achievements.

**WORKPLACE ENGAGEMENT** – Joining together to pursue common goals.

**CORPORATE SOCIAL RESPONSIBILITY** – What Canadians look for when they consider employment opportunities.

**TALENT ATTRACTION & RETENTION** – Approaches and initiatives for boosting talent attraction and retention.

**GET INVOLVED TODAY. CONTACT:**

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Source: Vividata Fall 2020, National, A14+

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