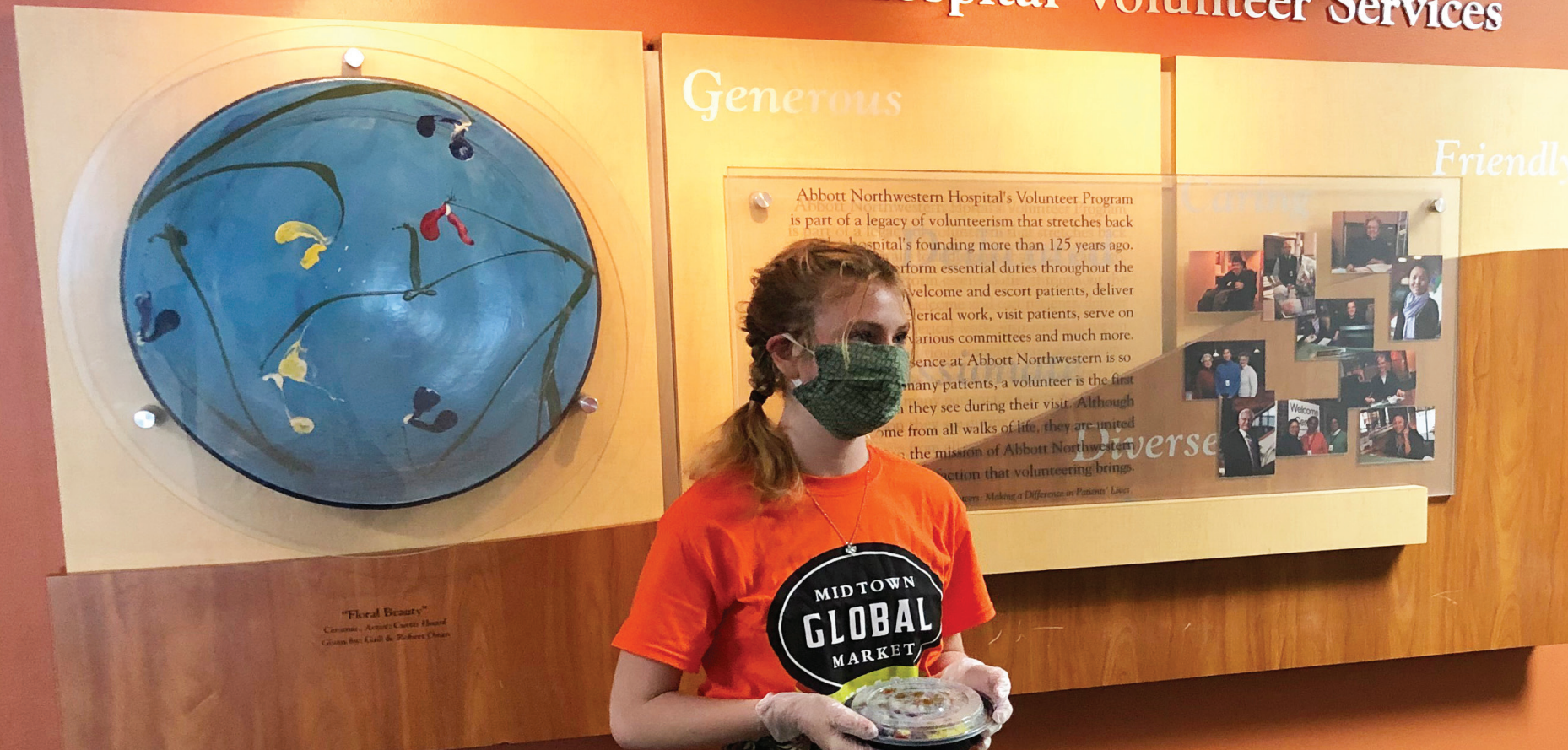


Abbott Northwestern Hospital Volunteer Services



Meals for Medics: Midtown Global Market

Public Relations | Social Media
2020

Midtown Global Market is an international public marketplace offering groceries, great food, services and unique gifts. It is located in the Midtown Exchange building, which borders Allina Healthcare offices and Abbott Northwestern Hospital. Even before the Market opened, Allina Healthcare was a strong supporter and partner of the project and its entrepreneurial small businesses.

Shortly after the COVID-19 crisis hit, former Minneapolis mayor, R.T. Rybak, now with the Minneapolis Foundation, proposed the concept and initial donation to launch the initiative. We collaborated with Midtown Global Market and their foundation branch, Friends of the Market, to develop the idea into a full-fledged fundraising campaign called "Meals for Medics." The project served a dual purpose: provide funds to the Market's grocers and restaurants while showing appreciation for the frontline healthcare workers at Abbott Northwestern Hospital. Nearly every weekday from April 2 through July 17, fresh, healthy meals were delivered to hospital workers.

Nemer Fieger's CEO J. Marie Fieger helped guide the development of the "Meals for Medics" campaign and our PR team's efforts secured 26 media hits within the first week of the program. Continuing efforts included ongoing pitching, evolving story angles and the production of a "Meals for Medics" delivery video, for both traditional media and social media use. In combination with a multi-platform social media strategy coordinated by our staff, our original goal of serving meals for 30 days extended to more than four months of support.

3,600
MEALS PROVIDED

\$170,517
PUBLICITY VALUE

17.6 million
POTENTIAL IMPRESSIONS

