

First in Europe: Delhaize Supermarket Brings Never Give Up Day to Life In-Store

On August 18, Delhaize Knokke-Heist turns retail into a celebration of resilience — setting the standard for meaningful in-store campaigns.

BOSTON, MA, UNITED STATES, August 13, 2025 /EINPresswire.com/ -- In a landmark moment for both retail and community engagement, Delhaize Knokke-Heist becomes the first supermarket in Europe to officially celebrate [Never Give Up Day](#), a rapidly growing global observance that honors perseverance, resilience, and hope.

Born in the United States and now gaining international recognition, Never Give Up Day is observed annually on [August 18](#) as a tribute to the unshakable human spirit. This year, Delhaize Knokke-Heist transforms its store into more than just a shopping space — it becomes a platform of encouragement and empowerment for its customers and local community.



#NeverGiveUpDay

From Aisles to Impact: Retail with Purpose

The in-store celebration includes:

“

When resilience becomes visible in everyday places — like a supermarket aisle — it reminds people that strength isn't rare, it's real, and it lives among us”

Alain Horoit

° Limited-edition “Never Give Up Day” mugs gifted with every €75 purchase — physical tokens of daily inspiration.

° A Mini Heroes campaign for children aged 4–10, encouraging healthy choices and resilience-building activities.

° Heartfelt greeting cards offered with every bouquet — a way to share words of love, gratitude, or encouragement.

° Engaging displays and storytelling moments designed to turn ordinary shopping visits into emotionally resonant experiences.

This activation is more than a marketing initiative — it's a movement of meaning. By blending commerce with community values, Delhaize Knokke-Heist is taking a bold step toward purpose-driven retail.

"Never Give Up Day is a remarkable celebration that has so much to offer, both socially and commercially," says Alain Horoit, Founder of Never Give Up Day.

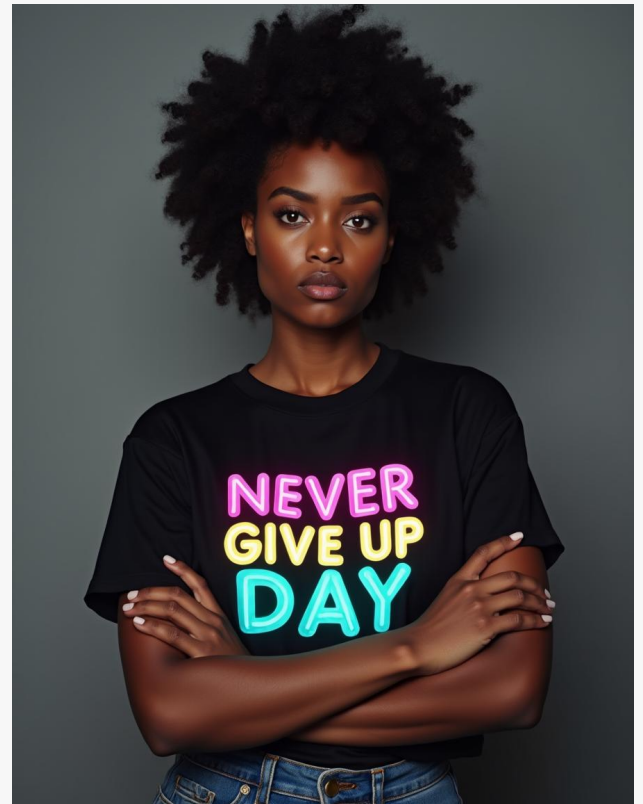
"Delhaize Knokke-Heist has taken a pioneering step — bringing this celebration to the heart of the community in a space with high foot traffic and emotional accessibility. I'm hopeful this will inspire supermarkets around the world to follow suit and organize meaningful, motivational campaigns in the years to come."

Why It Matters

At a time when global challenges test the mental, emotional, and physical endurance of people everywhere, Never Give Up Day offers a unifying message: perseverance is worth celebrating.

With more than 130 U.S. city mayors having officially proclaimed the day, and growing traction across the UK, Asia, and Europe, this moment marks a new chapter in how brands and institutions can align with powerful, human-first messages.

Delhaize Knokke-Heist has set a precedent — not just for Belgium, but for supermarkets across the world seeking authentic ways to connect with their customers on Never Give Up Day.



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