

# Europe's First Retail Campaign for Never Give Up Day Begins at Belgian Supermarket

*A local initiative with global resonance — Belgium becomes the first to bring this fast-growing international celebration to supermarket aisles*

SEATTLE, TX, UNITED STATES, July 29, 2025 /EINPresswire.com/ -- On [August 18](#), Delhaize Knokke-Heist becomes the first supermarket in Europe to officially launch an in-store campaign for World [Never Give Up Day](#) — a fast-growing international celebration of perseverance, determination, and emotional strength.

This groundbreaking initiative marks a turning point in how retail spaces can inspire, support, and connect with their communities beyond commerce. Through symbolic activations like the limited-edition “Never Give Up Day” mugs, a MiniHeroes campaign for children, and heartfelt gestures such as free greeting cards with flower bouquets, Delhaize is setting a new standard in purpose-driven retail.



#NeverGiveUpDay

“Delhaize’s Never Give Up Day campaign is a powerful first — a bold example of how supermarkets can lead with heart,” said Alain Horoit, Founder of Never Give Up Day.

“

When a store honors resilience, it becomes more than retail — it becomes a reflection of the community’s spirit”

*Alain Horoit*

“This is more than a celebration in Belgium; it’s a blueprint for retail inspiration worldwide. I believe this will spark a global movement.”

**A New Era in Meaningful Customer Engagement**  
Delhaize’s involvement represents the evolving role of supermarkets — not just as places of transaction, but as platforms for emotional and social engagement. As foot traffic remains high and consumer trust in brands is

increasingly tied to values, Never Give Up Day offers retailers an authentic and impactful

opportunity to reinforce their commitment to well-being and community care.

What Customers Can Expect on August 18:  
FREE “Never Give Up Day” mug with every €75 purchase – a daily reminder to stay strong and inspired.

Free ‘Never Give Up’ greeting card with every flower bouquet – to honor someone who never gave up on you.

MiniHeroes Campaign for children aged 4–10 – empowering kids to fill a healthy basket and learn the value of persistence.

These elements are not just giveaways; they are tokens of resilience — shared in a place where daily life unfolds.

More Than a Message. It's a Movement.  
Recognized by over 130 U.S. city mayors and gaining momentum across Canada, the UK, Australia, and now mainland Europe, Never Give Up Day is poised to become a staple in the international calendar of meaningful celebration days — akin to Valentine's Day, but rooted in a message of strength and unity.

Delhaize's bold move is expected to inspire similar campaigns across Belgium and beyond.

#### Join the Movement

Consumers, communities, and retailers are encouraged to join the celebration on August 18. With demand for emotional connection and social impact on the rise, Never Give Up Day is more than timely — it's necessary.



#NeverGiveUpDay



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alain horoit

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