
Zabka plays with the GOCC! Bid on participation in your favorite chain's TV spot

Zabka has offered an unusual auction in support of 31st Grand Finale of GOCC. Fans of the chain can bid on the Allegro platform to participate in an advertisement spot and spend a day full of attractions on the movie set with a marketing team. The auction is available at: <https://allegro.pl/oferta/zabka-udzial-w-spocie-reklamowym-13143954544>. Zabka and its franchisees play with the GOCC every year and collect donations in over 9000 stores throughout Poland. The company also encourages donations via the e-Piggy Bank available at <https://eskarbonka.wosp.org.pl/1nvmne>

– This is another time when together with our franchisees we are comprising the largest Staff of the Great Orchestra of Christmas Charity (GOCC) in Poland. We are engaged in this extraordinary action, which moves the hearts of people all over Poland, because we want to engage and encourage joint action for the benefit of those in need. We will collect donations in all our 9,000 stores up to 31st Grand Finale of the GOCC - January 29, this year. Our franchisees, customers and employees have often shown great willingness to help, for which we are extremely proud and grateful. It is thanks to them that we can do so much good and we are counting strongly that we will donate as much money as possible this year too! – says Adam Manikowski, EVP, Managing Director of Zabka Polska.

Bidding for the participation in Zabka spot will last until 5.02.2023. It can be found at: <https://allegro.pl/oferta/zabka-udzial-w-spocie-reklamowym-13143954544>

– At the GOCC auction you can bid on participation in one of the Zabka spots, carried out as part of the new campaign "Free Up Free Time", in which - often with a grain of salt - we show how we accompany our customers at every moment of the day, simplify their lives and thus free up their time so that they can spend it on their passions. I encourage everyone to participate in the auction, because it is a unique opportunity to spend time with us on the movie set and take part in the advertisement of Zabka, and thus do something good for others – says Jarosław Serednicki, Marketing Director at Zabka Polska.

The chain's website has traditionally also featured an e-Piggy Bank, which can be used to donate to the fundraiser. The Zabka does not forget about the possibility of supporting the objective of the 31st Grand Finale of the GOCC in the traditional way, i.e. putting cash into colorful cans, which are available in all over 9000 Zabka stores throughout Poland.

The Zabka has been supporting the Grand Finales of the Great Orchestra of Christmas Charity for many years, taking an active part in fundraisers. Last year, thanks to the involvement of customers and franchisees, the company donated to 30th Grand Finale of the GOCC 3 million PLN. Part of this amount was collected thanks to users of the Żappka app, who were happy to exchange loyalty points collected during their purchases, i.e. so-called "żapps" for charity bricks.



This year's 31st Grand Finale of the GOCC will be held on January 29 under the slogan "We want to beat sepsis! We play for all – the little and the big ones!". Sepsis is a syndrome of symptoms caused by an uncontrolled, rapid response to infection. It is essential for the survival of the patient who has experienced it to be diagnosed and treated as soon as possible. This is why the GOCC wants to equip hospitals with devices to speed up the diagnosis of infections - this will enable better treatment of sepsis through faster implementation of targeted and effective antibiotic treatment.

Żabka Polska Sp. z o.o. is the owner of the fastest-growing chain of convenience stores in Poland and one of the most dynamic formats in the world, opening over 4000 new stores in the years 2016-21. About 15.5 million consumers live within 500 meters of the nearest Żabka store. As part of its responsibility strategy, Żabka has made commitments to good nutrition, services to facilitate a sustainable life, the development of entrepreneurship, diversity and inclusive organizational culture, corporate governance, and decarbonization and circular economy. More information about Żabka Polska at: www.zabka.pl. Information about the Żabka Group can be found at: www.zabkagroup.com. Link to the 2021 Responsibility Report: <https://zabkagroup.com/pl/nasza-odpowiedzalnosc/>.

Media contact:

Press Office of Żabka Polska

e-mail: biuro.prasowe@zabka.pl

tel. +48 514 877 509