

# PEOPLE "Locks Arms" with Retailers CVS Health and Walmart for Immunization Initiative: "PEOPLE United to End the Pandemic"

## April 24-30 is World Immunization Week 2021

NEW YORK, April 26, 2021 /PRNewswire/ -- Meredith Corporation's PEOPLE is "locking arms" with CVS Health and Walmart in a promotional initiative,

PEOPLE is "locking arms" with CVS Health and Walmart in a promotional initiative, "PEOPLE United to End the Pandemic."

"PEOPLE United to End the Pandemic," which helps consumers navigate the process of finding convenient locations nationwide to get immunized.

As the country continues to move forward more than one year since the pandemic began, PEOPLE's partnership kicks off during the World Health Organization's World Immunization Week 2021 with the two major retailers helping to educate and inform consumers regarding the availability of COVID-19 vaccines in real time. A smart code embedded into a custom advertising spread featured in the May 3, 2021 issue of PEOPLE (on newsstands now) and in the May 17, 2021 issue directs consumers to each retailer's website where they can access information on how to register for a vaccine appointment in their local communities.

"PEOPLE has the largest audience reach of any magazine brand nationwide," said **Catherine Levene**, President, National Media Group, Meredith Corporation. "Our partnership with CVS Health and Walmart unites us for a great cause by spreading the word to millions of readers about the importance of getting vaccinated."

"We are pleased to join forces with PEOPLE to encourage everyone to get the vaccine. Most people have a CVS Pharmacy close by, and we've made it easy to book an appointment online or through our app," said **Norman de Greve**, Chief Marketing Officer, CVS Health. "We look forward to helping everyone get one step closer to the friends, family, and fun we've all been missing."

"Walmart is committed to helping expand access to COVID-19 vaccines, and we are excited to work with PEOPLE to help encourage vaccinations across the United States," said **Karissa Price**, Vice President Omni Marketing, Food, Consumables, Health and Wellness, Walmart US. "Nearly 4000 Walmart locations are located in rural and underserved communities, and the company is focusing its efforts on reaching those most vulnerable to COVID-19."

Since January 2021, PEOPLE's **Why I'm Getting Vaccinated** editorial campaign has been educating consumers on the importance of getting vaccinated by featuring positive and powerful stories from celebrities and everyday people who have been immunized.

### ABOUT PEOPLE

Meredith Corporation's PEOPLE revolutionized personality journalism when it launched as a weekly in 1974 with a mission to celebrate extraordinary people doing ordinary things and ordinary people doing extraordinary things. Ubiquitous and still at the center of pop culture more than 47 years later, the PEOPLE brand is accessible across all media and platforms (print, digital, video, OTT, mobile, social) bringing more than 100 million consumers a unique mix of breaking entertainment news, exclusive photos, video, unparalleled access to the red carpet, celebrities, and in-depth reporting on the most compelling newsmakers of our time. An essential component of PEOPLE's editorial vision remains human interest stories, which touch and often mirror the lives of our passionate audience.

ComScore ranks the PEOPLE/Entertainment Weekly Digital Network No. 1 in the entertainment news category. PeopleTV, the advertiser-supported OTT streaming service from PEOPLE and Entertainment Weekly that launched in 2016, features original series and specials focusing on celebrity, red carpet, pop culture, lifestyle and human-interest stories. *PEOPLE (the TV Show!)*, a daily syndicated entertainment program, launched in Sept. 2020, and *PEOPLE Every Day*, a daily podcast produced in association with iHeartMedia, launched in Feb. 2021. PEOPLE is an award-winning 24/7 news organization headquartered in NYC with reporters worldwide. For more information visit [PEOPLE.com](http://PEOPLE.com) and follow @people on Twitter and Instagram, @peplemag on Facebook, and the PEOPLE channel on YouTube and on Snapchat's Discover.

#### **ABOUT CVS HEALTH**

CVS Health is a different kind of health care company. We are a diversified health services company with nearly 300,000 employees united around a common purpose of helping people on their path to better health. In an increasingly connected and digital world, we are meeting people wherever they are and changing health care to meet their needs. Built on a foundation of unmatched community presence, our diversified model engages one in three Americans each year. From our innovative new services at HealthHUB locations, to transformative programs that help manage chronic conditions, we are making health care more accessible, more affordable, and simply better. Learn more about how we're transforming health at [www.cvshealth.com](http://www.cvshealth.com)

#### **ABOUT WALMART**

Walmart Inc. helps people around the world save money and live better - anytime and anywhere - in retail stores, online, and through their mobile devices. Each week, approximately 220 million customers and members visit approximately 10,500 stores and clubs under 48 banners in 24 countries and eCommerce websites. With fiscal year 2021 revenue of \$559 billion, Walmart employs over 2.2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy, and employment opportunity. Additional information about Walmart can be found by visiting [corporate.walmart.com](http://corporate.walmart.com), on Facebook at [facebook.com/walmart](https://facebook.com/walmart) and on Twitter at [twitter.com/walmart](https://twitter.com/walmart).

SOURCE PEOPLE

For further information: PEOPLE: Julie.Farin@peplemag.com or Marnie.Perez@peplemag.com

---

Additional assets available online:  [Photos \(2\)](#)

<https://news.people.inc/2021-04-26-PEOPLE-Locks-Arms-with-Retailers-CVS-Health-and-Walmart-for-Immunization-Initiative-PEOPLE-United-to-End-the-Pandemic>