

On our Encore! Encore! platform, we celebrate **service anniversaries** and **birthdays** with personalized, interactive cards. Make celebrations memorable by adding special messages, images or videos in advance of your colleagues' anniversaries and birthdays. And now everyone can create custom celebrations for other special milestones. (See page 3 for instructions.)

Join the celebration in 3 easy steps...

1. Receive notification of an upcoming celebration

Seven days before your colleague's celebration date, you and his/her team will receive an email inviting you to sign a card (if he/she opted in). Click the link in the email to sign the card on the Encore! Encore! platform.

2. Sign the card and spread the word!

Add a special message, an image or a video that celebrates your colleague. Be specific about what you appreciate about them. We encourage you to invite others to sign the card by simply forwarding the email to them or click **Invite people to sign** within a card.

3. Celebrate your colleague

Your colleague will receive an email on their celebration date congratulating them and directing them to their celebration card with a printable certificate

The celebration also appears on the Newsfeed so others can sign the card too. The celebration lives on their profile forever!

In addition to the card, think about how you can make your colleague's celebration memorable.

Michael Lane
Congratulations on 5 years
August 22, 2016

It's time to celebrate!
Congratulate Michael Lane by leaving a message. [Invite people to sign](#)

Congratulations...

Add an image or video [Post](#)

Happy five years Michael! It's been great working with you and I'm excited to see what the future holds.
From: Linnea Virtanen
an hour ago

Congrats Michael!! Thank you for all you do - we wouldn't be where we are without you. You do such amazing work and are always so very willing to help and share you knowledge. Cheers to you and many more!
From: John Smith
an hour ago

5 years! Wow. Where does the time go? You've contributed so much to our team and the company! The best days are ahead!
From: Patricia Li
11 minutes ago

FREQUENTLY ASKED QUESTIONS

Q: Who receives the email about an upcoming celebration?

A: The individual's manager, any direct reports and members of their team (with the same reporting manager).

Q: Can I invite anyone in the company to sign the card?

A: Yes. You can forward the email invitation to anyone in the company.

Q: If I see someone's birthday or anniversary on my newsfeed, how do I join the celebration?

A: Just click the balloon icon or "Sign Card" button to view, sign or share the card!

Q: What about Service Awards?

A: The Celebration Card complements our service anniversary program. It's a great way to celebrate service anniversaries in a social, public and personalized way.

Employees will also receive **Service Awards** celebrating career milestones (on anniversary year 5, 10, 15, 20...) redeemable for a catalog item. Service awards are now 100% electronic. We are no longer mailing physical catalogs to the manager. Employees and their managers will receive email notifications about the service award. For employees without an Aramark email address or activated Encore! Encore! account, managers must notify them of their award and explain how to create an account to access the award. (Service awards are currently offered in North America only)

Q: As a manager, how do I plan a meaningful celebration?

A: Think about how your colleague likes to be celebrated. Some people enjoy public celebrations in a large group, while others prefer smaller-scale events.

Q: Can users opt out of the celebration feature?

A: Birthdays and service anniversaries are automatically included on your account in Encore! Encore! Upon creating an account, you decide whether or not to share your birthday. And you can always turn that option on or off in Account Settings > Privacy Settings. (The birthday feature varies by country.)

Users can not opt out of service anniversary celebrations. These occur with every five years of Aramark service.

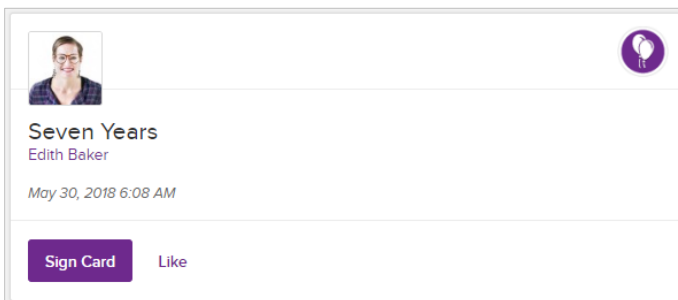
HOW TO CREATE A CUSTOM CELEBRATION CARD

Birthdays and service anniversary celebrations are shared with team members automatically. But, you can also create custom cards to celebrate other milestones.

- In advance of the celebration date, type the person's name in the "Find people" search box.
 - Note, if you're trying to send in advance to welcome a new team member, you will not be able to do so if the person is not in the HR system yet. Instead, choose a date after their start date to create the card and send it within the first week or two.
- Click the "Create Card" button on their profile.
- Select a card title.
- Select a date to deliver the card.
- Select a background image.
- Click the "Create" button.
- Sign the card, adding an image, video or gif if desired.
- Click "Invite people to sign" and either copy the shareable link into a new email or send the notification to your colleagues through the platform.

HOW TO FIND CELEBRATION CARDS

On the celebration date, the card appears on the Newsfeed. Click the balloon icon or "Sign Card" button to view, sign or share the card!



Following the celebration date, the card is available from the **Celebrations** section within the Profile.

