

2021–2022 PWK Program Calendar Additional Changes

Due to a shipping backlog at China’s ports, combined with the continued interruptions at U.S. ports and landside congestions, the remaining 2021–2022 PWK promotion start dates have been further delayed. As such, BKC and RSI have made adjustments to the PWK Marketing Calendar to help mitigate any potential toy outages. Following is a list of promotion changes, revised calendar/dates, and filler “open weeks” information.

Revised 2021–2022 PWK Calendar

June					July					Aug					Sep					Oct					Nov					Dec					Jan					Feb					March					April				
21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18											
Scholastic					FILLER	FILLER					Trollstopia 5 weeks					SpongeBob 5 weeks					Animal Planet 5 weeks					FILLER	Mattel Games 5 weeks					Miraculous 5 weeks					Peanuts 6 weeks					FILLER												
June 21 - July 25						Sept. 6 - Oct 10					Oct 11 - Nov 14					Nov 15 - Dec 19					Dec 27 - Jan 30						Jan 31 - Mar 6					March 7 - April 17																						

1. 6 filler weeks have been added after the Scholastics program, July 26–Sept. 5, 2021
2. Trollstopia begins Sept. 6, 2021
3. SpongeBob begins Oct. 11, 2021
4. Animal Planet begins Nov. 15, 2021
5. Mattel Games begins Dec. 27, 2021
6. Miraculous begins Jan. 31, 2022
7. Peanuts begins March 7, 2022

To ensure supply, distribution centers have filler toys available and will automatically substitute restaurant orders as needed. Once the centers receive the Trollstopia toys, they will transition to this promotion and fulfill orders with this item, which we anticipate will be one week prior to promotion start date.

If you have questions about this premiums update, please contact your DC or the RSI Premiums team:

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