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Coronavirus Florida: Alton Town Center's social media campaign a big help to residents

By Jodie Wagner

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Coronavirus Palm Beach County updates: Through Facebook, Twitter and Instagram, the retail complex is highlighting what businesses are doing to support those working on the front lines of the pandemic, help residents in need, and provide updates on what's open.

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PALM BEACH GARDENS - A new social media campaign started last month by Alton Town Center is promoting wellness and providing real-time updates about what is available to shoppers during the novel coronavirus pandemic.

Through Facebook, Twitter and Instagram, the 360,203-square-foot retail complex on Donald Ross Road is highlighting what businesses are doing to support those working on the front lines of the pandemic, help residents in need, and keep shoppers informed about what remains open.

“In this time of social distancing, people are feeling isolated, restless and disconnected,” the shopping center said in a statement. “With so much information online provoking fear and stress, social media has the opportunity to provide a virtual connection in our communities, bringing us together and offering connection in positive ways.”

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Jennifer Martin Yoga is offering just such a connection.

The longtime yoga instructor is hosting a six-week series of vinyasa flow yoga classes on the Plaza at Alton Town Center that will be live streamed to participants.

The classes, which were originally planned as a free community event, will be held on Tuesdays and Fridays at 8:15 a.m. through May. Participants can access the classes via [Alton Town Center's Facebook page](#).

Friday's live stream drew more than 800 views on Facebook.

“We must come together in new and creative ways to lift each other up,” Martin said. “This has driven me to get on my mat as a leader, and help people focus on the only three things we can control to advance - the training of our mind, body and craft.”

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In addition to yoga, Alton Town Center has highlighted on its Facebook page a handful of other initiatives started by businesses that are aimed to support others who are struggling as a result of the coronavirus crisis.

Publix, which was one of the first businesses to open at Alton Town Center, announced through its charity arm that it is donating \$1 million to Feeding America member food banks across the Southeast to support hunger relief in communities during the coronavirus pandemic.

Panda Express, which has a location at Alton Town Center, also has partnered with Feeding America, announcing a \$2 million donation last month.

Profile by Sanford, a personalized weight loss program that opened at Alton Town Center late last year, has created a list of six tips for staying 'healthy and sane' while stuck at home.

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Other businesses within the complex have advertised the services they provide, their hours of operation, and how they're helping the community.

Restaurants at Alton Town Center that remain open for drive-through, pickup or delivery include Lynora's Alton, Starbucks, Panda Express, Chipotle Mexican Grill, The Habit Burger Grill, Panera Bread, Longhorn Steakhouse, Moon Thai & Japanese Cuisine, and Raw Juice.

Other businesses that are serving customers include Publix, PetSmart, OXXO Care Cleaners, Revive Health & Wellness (for home and telemedicine visits) and Chase Bank.

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