T.J. Maxx #MaxxLifeLessons Program Description

T.J. Maxx has selected five women, each with a special story that T.J. Maxx would like to support. Between 9/27/16 and 11/1/16, T.J. Maxx and paid influencers will tell the stories of these women through videos and social media, and will ask viewers to tweet messages of advice or encouragement to them. At the end of the program, T.J. Maxx will give each of the five women a gift of $2,000 to support her. In addition, T.J. Maxx will give each woman $1.00 for each tweet of advice or encouragement received using #MaxxLifeLessons, for a total gift of up to $5,000 (or an additional $3,000).