Media Kit
OVERVIEW
The Walk to End Colon Cancer is a family friendly, hope-filled fundraising event in 15 cities open to all ages. And we’re including a 5k walk and 1-mile turnaround to make it inclusive for all abilities. It’s a chance for anyone who’s been affected by colorectal cancer to come find strength and support, collectively.

GOAL
This document is to guide you in ideas and provide language for what to post on social media channels and beyond.

SAMPLE SOCIAL MEDIA LANGUAGE:

Please use these sample social media posts beginning 6 months prior to the event and leading up to event day. Have fun. Make them your own. Be sure to tag the Alliance and use hashtag #WalkToEndCRC

Friends and family in the (INSERT CITY) area, please join me on (day, and date) as I Walk to End Colon Cancer at the (INSERT CITY) Walk! The Walk to End Colon Cancer is a family-friendly fundraising Walk created by the @ColorectalCancerAlliance, with the goal to provide support for patients and families, caregivers, and survivors; to raise awareness of preventive measures; and inspire efforts to fund critical research! For more information and to register now, visit: ccalliance.org/walk

Friends and family, I will need your support on (DAY, DATE), at the (INSERT CITY) Walk! Please Walk with me to end colorectal cancer by registering now! ccalliance.org/walk
The (INSERT CITY) Walk event continues to grow at an astonishing rate and we are always looking for more volunteers to not only help us in advance of the event but also the day-of the Walk. If you want to get involved and support me, visit ccalliance.org/walk

#TomorrowCantWait. Someone will lose a loved one to colorectal cancer today. But the future can be different, and The Walk to End Colon Cancer is a way for you to be a part of that story. Join us as we work toward the day when colorectal cancer is history. We walk to end this disease. ccalliance.org/walk

(INSERT CITY) friends and family, the (INSERT CITY) Walk is a crucial awareness and fundraising event for the colorectal cancer community. The money raised goes toward critical research, national prevention, and patient support initiatives! Please support me on (DAY, DATE) by registering now! ccalliance.org/walk

All ages and fitness levels attend the (INSERT CITY) Walk! So tell your friends and support me and the Colorectal Cancer Alliance’s life-saving programs to screen, care, and cure colorectal cancer in our lifetime. Will we see you at the (INSERT CITY) Walk on (INSERT DATE)? ccalliance.org/walk

Already registered for the (INSERT CITY) Walk? Spread the word on social media about the (INSERT CITY) Walk to End Colon Cancer and invite your friends to share information on their social media pages too!
SPONSORSHIP

When you sponsor an event, you directly support three pillars -- Screen, Care, Cure -- upon which the Colorectal Cancer Alliance has built its mission to end this disease in our lifetime. To learn more about sponsorship please visit ccalliance.org/walk

To honor those who have lost their lives to colorectal cancer, we celebrate their life during the Opening Ceremony of the __________ Walk and throughout the event with keepsake memorial flags available onsite at the Colorectal Cancer Alliance tent. Please join me on (INSERT DATE) for the (INSERT CITY) Walk to End Colon Cancer. It is through support from friends and family like you, that we WILL end this disease in our lifetime! Thank you.
calliance.org/walk

FACEBOOK
Tag us @ColorectalCancerAlliance

TWITTER
Tag us @CCAlliance

LINKEDIN
Tag us @ColorectalCancerAlliance

INSTAGRAM
Tag us @colorectalcanceralliance

HASHTAGS TO USE:
#AllianceWalk | #WalktoEndCRC | #YourCityNameWalk ( #TampaBayWalk)
#WalkForColons | #ColorectalCancerAlliance