

UNITY DAY – 10.21.20

Wear and share ORANGE to show that we are together against bullying and UNITED for kindness, acceptance, and inclusion!

Make it **ORANGE**, make it end.

Come together in a powerful message that bullying should never be part of childhood.

“Orange provides a powerful, visually compelling expression of solidarity,” said Paula Goldberg, Executive Director of PACER Center. “Whether it’s hundreds of individuals at a school wearing orange, store owners offering orange products, or a community changing a landmark to orange, the vibrant statement becomes a conversation starter, sending the supportive, universal message that bullying is never acceptable behavior.”

What You Can Do At Your School or Community

✓ Wear **ORANGE**

- Choose something orange you already have, such as clothing, jewelry or accessories. You can wear a t-shirt of your choice, shoelaces, socks, earrings, or sunglasses
- Create your own orange, like wearing an orange bracelet made from ribbon or construction paper

✓ Other great ideas

- Order a free 24 x 36-inch UNITY Day poster to display in your school, home, or community
- Display a banner with the word “UNITY” and ask everyone to sign
- Change an iconic community landmark to orange and encourage everyone to decorate in orange
- Inspire participation through art and activities, using ideas from PACER’s website, such as Project Connect, UNITY Parade, and UNITY Murals.
- Inform the media about UNITY Day activities in your community
- Coordinate a fundraising project and donate to PACER’s National Bullying Prevention Center



Learn more at PACER.org/Bullying

What You Can Do Online

✓ Color the digital world with orange

- Add the National Bullying Prevention Center **Facebook frame** to your profile or add an orange tint to your Instagram profile
- Post your photos wearing orange to your social media and tag them **#UnityDay2020**
- Share your pictures to the **Facebook event page**
- Download the free images from PACER.org/bullying/nbpm/unity-day.asp to share online to spread the word about Unity Day

Sponsored by PACER’s National Bullying Prevention Center® since 2011.



October is National Bullying Prevention Month

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More than 1 out of every 5 students report being bullied.

National Bullying Prevention Month is a nationwide campaign founded in 2006 by PACER's National Bullying Prevention Center. The campaign is held during the month of October and unites communities around the world to educate and raise awareness of bullying prevention. This campaign has grown from an initial week-long event in 2006, to a worldwide effort with thousands of individuals participating in multiple activities throughout October.

Hundreds of schools, major corporations, and many celebrities have joined the movement. Take action to show that you care about kids being safe at school, online, and in the community.

Do you want to get involved? Here's how!

- Unite with others and add your name to the online petition
- Sign up for the newsletter to receive updates and information on new resources and initiatives
- Participate on social media by changing your profile image, tagging photos, and sharing bullying prevention posts
- Wear **ORANGE** on UNITY Day. That's the day everyone can come together — in schools, communities, and online — and send one big, **ORANGE** message of support, hope, and unity

Do you want to involve the whole school or community? Here are some effective ways!

- Raise awareness and increase understanding on how to prevent bullying by using our **FREE** creative activities and resources for K-12 students, educators, and parents. These are available online and easy to implement in your school and community
- Register your school or organization as a Champion Against Bullying
- Organize a Run, Walk, Roll Against Bullying in your community
- Hold an event using PACER's new Create a World Without Bullying event kits
- Coordinate a fundraising project and donate to PACER's National Bullying Prevention Center
- Inform media about activities in your community, such as how your school will be celebrating UNITY Day

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