



PROMOTION IDEAS FOR DRESS IN BLUE!

Feature the event on your ...

- Company or organization's Web site
- Business or community newsletter
- Facebook or other social networking profile

Ask your ...

- Workplace to distribute information via e-mail
- Local newspaper or radio station to run a story about *Dress in Blue Day*
- Favorite blogger to post information about *Dress in Blue Day*
- Family members and friends to spread the word and pass out flyers to people they know
- Child's teacher to pass out information to school staff and students

Post flyers in ...

- Your favorite restaurant or fast food eatery
- Your salon
- Your dry cleaner
- Your child's day care where parents check in
- Your local health clinic, doctor's office, cancer center and pharmacy

Print a flyer and

- Include it with each employees pay stub
- Put it in each employee's inbox
- Give it to your neighbors
- Post it on your coffee shop's community bulletin board
- Post it on your gym's community bulletin board
- Post it around your apartment complex or in your community's club house

Who can I contact if I have more questions about this?

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