



TOOLKIT

International  
**RECOVERY**  
Day

REAL LIVES. REAL RECOVERY.

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# INTRODUCTION

September 30th is International Recovery Day, a global event dedicated to celebrating recovery from addiction.

Communities worldwide are encouraged to light up the night sky in purple, symbolizing support for those impacted by addiction and the belief that recovery is achievable.

This day, which rounds out Recovery Month, unites people across the globe by spreading hope and raising awareness.

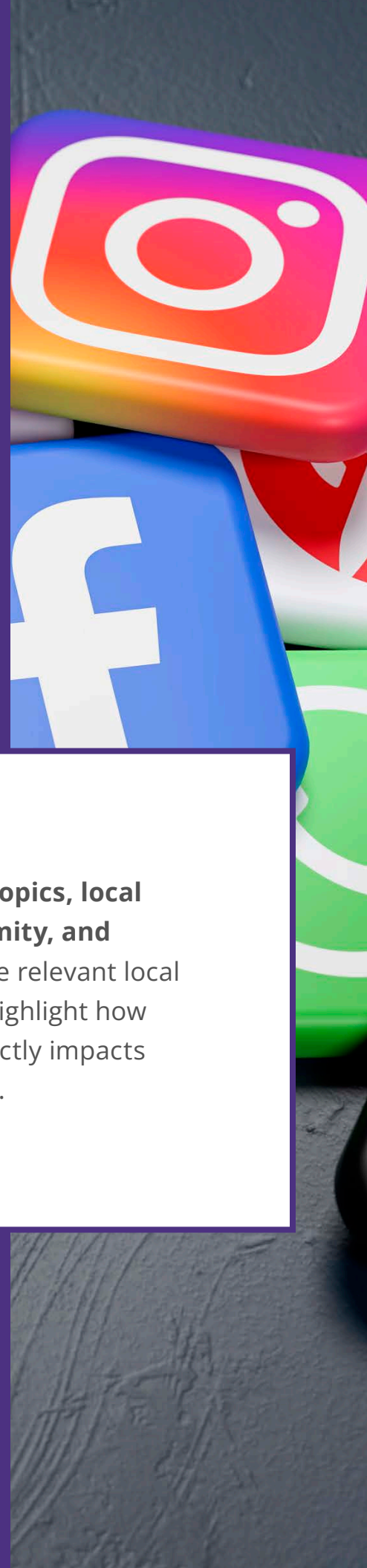
# WORK WITH THE MEDIA

Media includes various channels like social media, web, print, radio, and more.

To effectively promote your International Recovery Day event, provide the media with relevant and useful information to raise awareness and highlight community efforts around mental health and substance use disorders.

## KEY TIPS

- **Think about what benefits them.** Instead of focusing on why coverage is important to your organization, consider what the media gains from covering your event. Positive stories about recovery can stand out amid frequent tragic news.
- **Focus on hot topics, local impact, proximity, and timeliness.** Use relevant local statistics and highlight how your event directly impacts the community.



# BUILD A LONG-TERM RELATIONSHIP WITH THE MEDIA

Here are some other tips to help you build long-term relationships with the media and increase the likelihood of your event being covered.

## KEY TIPS

**Research:** Identify the right media outlets and reporters by using tools like Google Alerts or a simple Google search. Focus on the visual aspect of your event.

**Timing:** Avoid scheduling your event during peak broadcast times, like 6pm, when reporters are busy with live news. For newspapers, send information at least two days before the event to allow editors to plan coverage.

**Organize:** Keep your media contacts organized in a list, noting details like name, outlet, contact information, and preferences.

**Connect:** Reach out to reporters by phone or email, keeping your pitch short and to the point. Build relationships with bloggers through introductory emails before providing event details. Follow up with media contacts, confirm their attendance, and offer additional materials.

**Keep it Simple:** Ensure your media pitch answers the 5 W's and H (who, what, when, where, why, how) summarized in one crisp paragraph.

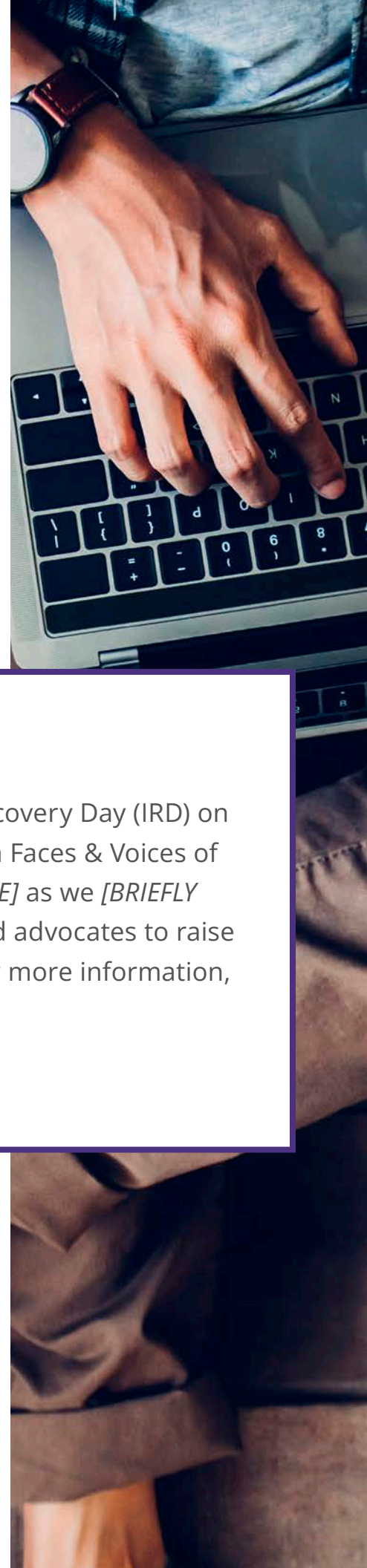
# COMMUNITY CALENDAR

Send a “Community Calendar” post of your International Recovery Day event to local media outlets early.

This should be your first step in promoting your event. Most outlets have community calendar listings, so check their rules on length and submission deadlines.

## SAMPLE CALENDAR WRITE-UP

*“[INSERT GROUP NAME] proudly announces International Recovery Day (IRD) on Monday, September 30, 2024. We’re excited to partner with Faces & Voices of Recovery. Join us at [INSERT PLACE] on [INSERT TIME AND DATE] as we [BRIEFLY DESCRIBE THE EVENT]. We invite those in recovery, allies, and advocates to raise awareness and give back to our supportive community. For more information, contact [INSERT CONTACT INFORMATION].”*



# COMMUNICATIONS

## SAMPLE EMAIL

Subject Line: International Recovery Day Event in [Insert Town/City Name]

Hello [Name],

Given [Media Outlet Name]’s interest in substance use disorder (SUD) issues, I wanted to inform you about an upcoming event celebrating recovery from SUD.

As you know, SUD has a significant impact on our community, and [Insert Media Outlet Name] reports on it frequently. However, what most people don’t realize is that 7 out of 10 people who experience a substance use disorder recover. That’s 70%—a statistic that surprises many.

On [Event Date], [Name of Host Organization] along with [Noteworthy Attendees], will host [Type of Event] in [City/Town Name] as part of International Recovery Day, a global observance promoting awareness and understanding of mental health and SUDs. The message: behavioral health is health, prevention works, treatment is effective, and recovery is possible.

I’ve included a media advisory with more details about the event. Please feel free to contact me if you need further information or would like to schedule an interview with [Name and Title of Interviewee]. I will follow up with you before the event to see if you or someone from your organization will be attending.

Thank you for your time and consideration.

Best,

[Your Name and Contact Information]

# SAMPLE CALL SCRIPT

Hi [Name],

My name is [Your Name], and I'm calling on behalf of [Name of Organization].

As you may know, mental health and substance use disorders are common. Most people don't have access to the support they need to recover. In fact, [Insert Local Prevalence Statistics] in our community face these challenges. What most people don't realize is that 7 out of 10 people who have experienced a substance use disorder do recover.

We're hosting an event on [Date] in [City] as part of International Recovery Day, held annually on September 30th. This event aims to increase awareness and understanding of mental health and substance use disorders.

This event will [mention something newsworthy, like being the first of its kind, featuring a notable speaker, or having high community value]. Given your recent coverage of [reporter's relevant stories], I thought this might be an interesting story for you.

I can send you more information or arrange for you to speak with [Spokesperson Name and Role]. Is your email address still [Email Address]?

I'll include my contact information in the email and follow up before the event to see if you or someone from [Media Organization] will attend.

Thank you for your time, and I look forward to speaking with you again soon.



# OP-EDS & ONLINE ARTICLES

**To raise awareness about International Recovery Day, consider writing an op-ed or online article for local media.**

This allows you to share the importance of mental health and substance use disorder recovery with your community. Focus on making your piece timely, relevant, and personal by including local statistics, personal stories (with permission), and a clear, concise message. Submit your piece well in advance, follow up politely with editors, and explore alternative publishing options like blogs if needed.

## SAMPLE PRESS RELEASE

International Recovery Day is September 30<sup>th</sup>

Washington, DC—Faces & Voices of Recovery, a national advocacy organization and leader in the recovery community since 2001, announces that International Recovery Day (IRD) will take place on Monday, September 30, 2024. This day marks the end of a month-long series of events during Recovery Month.

Founded by John Winslow in 2019, International Recovery Day has grown into a global event that highlights recovery pathways and educates the public on the value of recovery. Though the original organization behind IRD no longer operates, Faces & Voices of Recovery continues to lead this important celebration, collaborating with supporters worldwide to light monuments and buildings in purple on September 30th. Faces & Voices encourages communities to do the same.

The IRD website, which hosts International Recovery Day, offers virtual fireworks to celebrate recovery on a personal and group level.

International Recovery Day is a global celebration, reminding us that recovery really is for everyone.

# MONUMENT ASK LETTER

## SAMPLE LETTER

Light Up the Night: Support International Recovery Day

Dear [Recipient's Name],

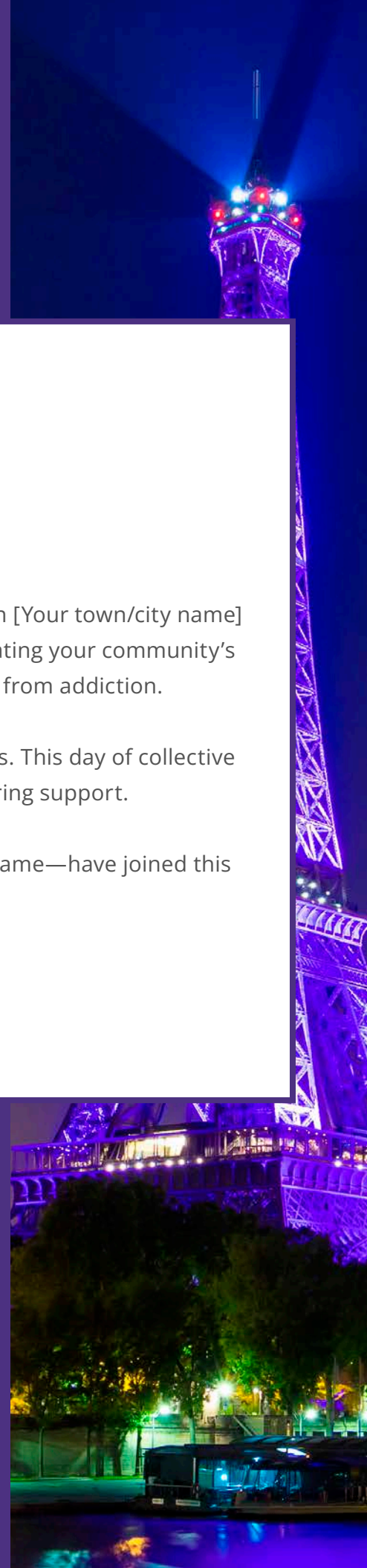
On September 30th, Faces & Voices of Recovery wants you to brighten [Your town/city name] with a purple glow in honor of International Recovery Day. By illuminating your community's landmarks, you stand in solidarity with those on the path to recovery from addiction.

Addiction is often a silent struggle due to stigma and lack of resources. This day of collective purple light symbolizes our commitment to breaking stigma and offering support.

Landmarks worldwide—from Niagara Falls to the Rock & Roll Hall of Fame—have joined this inspiring movement. Now it's your turn.

Best,

[Your Name]



# LIGHTING UP LOCAL LANDMARKS

Lighting up local landmarks in purple for International Recovery Day is a powerful way to show support for those in recovery.





## GUIDE

1. **Choose a Landmark:** Select a prominent local landmark, like City Hall, a park, or a bridge, that is widely recognized and visible.
2. **Reach Out:** Identify and contact the authority in charge of the landmark—whether it's city officials, park directors, or business owners. Explain the significance of International Recovery Day and the powerful symbolism of lighting up in purple. Mention iconic landmarks like Niagara Falls and the Rock & Roll Hall of Fame that have participated.
3. **Secure Permission:** Obtain approval and discuss logistics, including timing, costs, and technical requirements.
4. **Promote the Event:** Use social media, local media, and community networks to publicize the event.
5. **Engage the Community:** Invite local businesses and organizations to participate by lighting up their own properties in purple.
6. **Document and Share:** Capture and share photos or videos of the event using hashtags like [#InternationalRecoveryDay](#) or [#LightUpPurple](#) to raise awareness and inspire others.

# BRANDING

## COLORS

The following colors are the primary and secondary colors.

NAME	COLOR	CODE	PMS	CMYK	RGB
Purple		#61407F	PMS 94-13	74, 88, 20, 6	97, 64, 127
Black		# 333132	PMS 179-15	69, 64, 62, 59	51, 49, 50
Grey		#757679	PMS 179-14	56, 47, 44, 11	117, 118, 121
White		# E4E5E6	PMS 179-2	9, 6, 6, 0	228, 229, 230

## LOGO

The logos are built using the brand colors.



## LOGO BREAKDOWN

Libre Franklin, Medium Italic



Libre Franklin, Black

Day

Libre Franklin, Medium Italic

## FONTS

- Font used for logos is Libre Franklin.
- Fonts used for body text is Opens Sans.

# DIGITAL GRAPHICS

## WEB BANNER




## EMAIL SIGNATURE



## VIRTUAL BACKGROUND





**YOUR EFFORTS  
PLAY A VITAL  
ROLE IN RAISING  
AWARENESS,  
BREAKING  
STIGMAS, AND  
SUPPORTING  
RECOVERY. THANK  
YOU FOR MAKING  
A DIFFERENCE!**

International  
**RECOVERY**  
Day



**FACES & VOICES  
OF RECOVERY**

ADVOCATE. ACT. ADVANCE.

# GET IN TOUCH



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