



# June 7, 2019 - 5th National Gun Violence Awareness Day

## THE INSPIRATION

On January 21, 2013, Hadiya Pendleton, a high school student from the south side of Chicago, marched in President Obama's second inaugural parade. One week later, Hadiya was shot and killed on a playground back in Chicago. Soon after this tragedy, Hadiya's childhood friends decided to commemorate her life by wearing orange. They chose the color because hunters wear orange in the woods to protect themselves and others.

In June 2015, Hadiya's birth month, a broad-based coalition asked people nationwide to join in what Hadiya's friends started for the 1st National Gun Violence Awareness Day. More than 200 noteworthy influencers and organizations, and 30,000 Americans answered the call. In the years since, participation in the Wear Orange has increased more than tenfold.

In 2018, more than 300,000 people participated online in the campaign, with over 270 corporate and nonprofit partners spanning from reproductive rights, to education advocacy organizations. Furthermore, more than 150 of the most impactful thought and culture leaders in the country—including President Obama, Julianne Moore, Angela Bassett, Halsey, and Lin-Manuel Miranda. A record number of buildings and landmarks (200+ in 47 states plus Washington D.C.) lit the skyline orange while more than 450 events inspired thousands of Americans to participate.

From the south side of Chicago, to community organizers in Queens, to students around the country, we will come together to wear orange and demand a change.

In 2019, the 5th National Gun Violence Awareness Day will fall on **June 7**, the first Friday that month.

That will kick off Wear Orange Weekend on June 8-9, which will feature hundreds of community events across the nation.



## THE IDEA

National Gun Violence Awareness Day asks everyone who believes we can do more to save American lives from gun violence to do one simple thing: [Wear Orange](#). Originating in hunting culture, Wear Orange acknowledges that America has a proud heritage of responsible gun ownership and reflects the value of human life. The 5th National Gun Violence Awareness Day on June 7, 2019, will be the largest-ever show of support for this issue. In greater numbers than ever before, Americans will come together to show that we are united in our goal of ending gun violence.

## PARTNER PARTICIPATION

The effect of gun violence on our communities is pervasive, long lasting, and impacts everyone uniquely. Wear Orange is an opportunity to demonstrate our collective power as members of the gun violence prevention movement, bringing together a broad spectrum of organizations working in different ways to curb gun violence.

Partner organizations should feel empowered to engage in this weekend of action through the medium(s) that makes the most sense for them and their communities. Below are suggestions for how your organization can participate in Wear Orange. **If you plan to participate, please complete the sign up form [HERE](#) so that we know to acknowledge you as a formal partner.** For any questions, please email [Maura LaMendola](#), Deputy Director of Partnerships, Everytown for Gun Safety.

### 1. Social Media

- a. Turn your logo, social media avatars and/or website orange
- b. Post original content or amplify content on organization social media platforms (FB, Twitter, Instagram) on or before the day.

### 2. Communications

- a. Send an email communication to lists on and before June 7th to encourage participation in Wear Orange.
- b. Share a press release on June 7th.

### 3. Field Engagement

- a. **Wear and Share** – Ask supporters to take photos in orange and/or create a unique orange product that members/supporters can show in solidarity (Ex// orange medical scrubs).
- b. **Light Your Building** – on the evening of June 7th, turn your school, office, building, etc. orange.
- c. **Field Events** – Drive participation to a local Wear Orange field event in your area. If you or your local organization is interested in being involved in the planning of a local action, please reach out as soon as possible so that we can connect you with any on the ground leaders: [mlamendola@everytown.org](mailto:mlamendola@everytown.org).