

# SOCIAL MEDIA GUIDE FOR PURPLE LANDMARK PARTICIPANTS

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Thank you for commitment to light up your building in purple on August 31 to mark International Overdose Awareness Day. This action acknowledges the lives of those lost to overdose and helps to spread the message that overdose is preventable!

## **2024 THEME: “TOGETHER WE CAN”**

No one should stand alone in our fight to end overdose. While every individual action matters greatly, coming together as an international community creates a powerful collective action. One that moves us with greater speed toward our shared goal of preventing, and ultimately, ending all overdoses.

Through our 2024 theme, “Together we can” we’re highlighting the strength of coming together and standing in support of those connected to the tragedy of overdose.

This August 31, reach out and connect with others in your local community and join the global IOAD movement. Our collective voices are stronger, louder, and the most impactful when brought together.

Let’s remember, together, we can end overdose.

[#TogetherWeCan](#) [#EndOverdose](#) [#IOAD2024](#)



Help us to spread the message on August 31 by posting about your building and why it is lit up purple on August 31 on social media.

## EXAMPLE SOCIAL MEDIA CAPTION

Today, [**landmark**] turns purple to mark International Overdose Awareness Day.

International Overdose Awareness Day (IOAD) is day that we campaign to end overdose. On this day we remember those who have died from overdose, acknowledge the grief of those left behind and call for change reduce and prevent overdoses.

Let's come together under the 2024 theme "Together we can" and call for action to end one of the world's worst public health crises.

Re-post or like this post to spread awareness that together we can bring an end to overdose.

[#TogetherWeCan](#) [#EndOverdose](#) [#IOAD2024](#)

## FOLLOW US & TAG US ON SOCIAL MEDIA



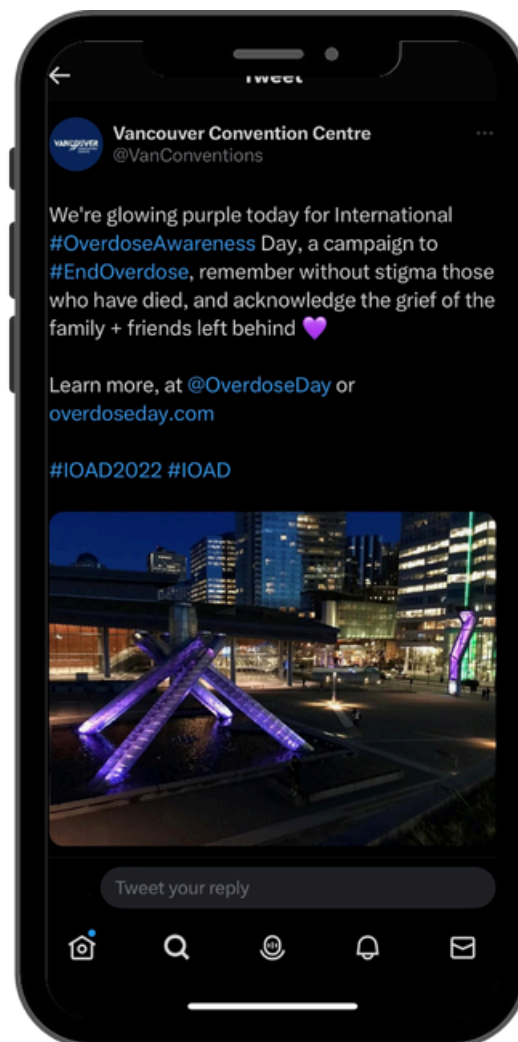
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## ABOUT INTERNATIONAL OVERDOSE AWARENESS DAY

International Overdose Awareness Day (IOAD), observed annually on August 31st, is a campaign to end overdose, remember without stigma those who have died and acknowledge the grief of family and friends left behind.