

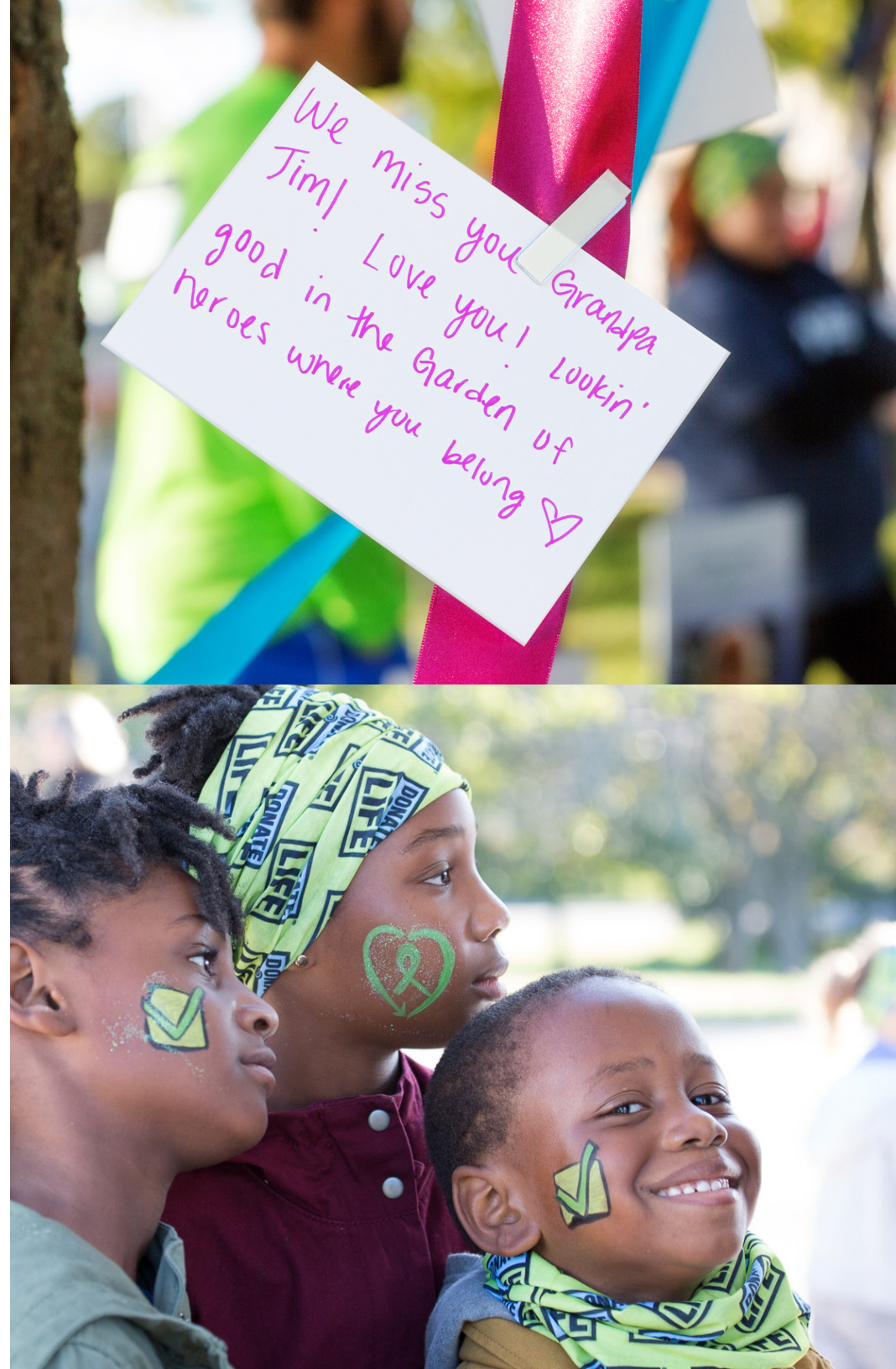
2020 VIRTUAL TOOLKIT

JOIN US
SUNDAY,
OCT. 11



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BEFORE THE RACE

Register to Run or Walk

Join us Sunday, October 11 for a special virtual event. Together, we'll walk and run to honor organ and tissue donors, celebrate new life with recipients, support those waiting for a lifesaving transplant, and inspire others to say "yes" to donation. **Register online by September 25, 2020 to guarantee t-shirt size.**

Pick Up Your T-Shirts

Team captains and individual registrants can pick up t-shirts at our drive-by pickup:

MID-AMERICA TRANSPLANT PARKING LOT

1110 Highlands Plaza Drive East
Suite 100, St. Louis, MO 63110

FRIDAY, OCT. 9 — 12 p.m. to 6 p.m.

SATURDAY, OCT. 10 — 10 a.m. to 4 p.m.

We will be following social distancing protocol to ensure your safety. If you can't pick up on these dates, t-shirts will be mailed in the weeks following the virtual race.



BEFORE THE RACE

Join the Facebook Group

After you register, you'll receive an invitation to join our **CELEBRATE LIFE 5K FACEBOOK GROUP**. Join us here for access to special 5K updates, donation stories, and conversation in the weeks leading up to the event.

Remember, it's important to join the Facebook Group to gain access to live footage and updates on race day.

Learn About Donation

Today, hundreds of patients across our region are waiting for an organ or tissue transplant. You can bring hope to these patients and their families by joining the organ and tissue donor registry at **SAYYESGIVELIFE.ORG**.

Download our Donation Fact Sheet and share with others to encourage them to register for organ and tissue donation.



JOIN THE GROUP →

A graphic titled 'Mid-America Transplant' with the tagline 'Inspired by life'. It contains several statistics and a story. The statistics include: '112,000 people across the United States are waiting for a lifesaving transplant', '1,000+ of those patients are listed in our service area', 'Every 10 minutes, another person is added to the transplant waiting list', and '20 PEOPLE DIE EACH DAY WAITING FOR AN ORGAN'. A section titled '75 LIVES SAVED OR HEALED BY 1 DONOR' features a photo of a young girl, Kaylin, and her story. At the bottom, it says '90.4% of Americans support organ and tissue donation ... yet nearly half have NOT REGISTERED' and provides the website 'SAYYESGIVELIFE.ORG' with the tagline 'Register today and give the gift of hope.'

Mid-America TRANSPLANT
Inspired by life

WHO DOES DONATION HELP?
Today, hundreds of patients across our region are waiting for an organ or tissue transplant. Through the gift of donation, you can bring hope to patients and their families.

112,000
people across the United States are waiting for a lifesaving transplant

1,000 +
of those patients are listed in our service area

75 LIVES SAVED OR HEALED BY 1 DONOR

Kaylin's Story
LIVER RECIPIENT
Born with a life-threatening liver condition called biliary atresia, Kaylin received a transplant when she was 18 months old. That gift allowed her to grow into the happy, healthy child she is today — going to school, playing with her siblings, and finding joy in all the things that nine-year-olds do.

90.4%
of Americans support organ and tissue donation ...
... yet nearly half have **NOT REGISTERED**
By registering for donation and encouraging your loved ones to register, you can bring hope to patients and families who are waiting for a miracle.

Register today and give the gift of hope.
SAYYESGIVELIFE.ORG

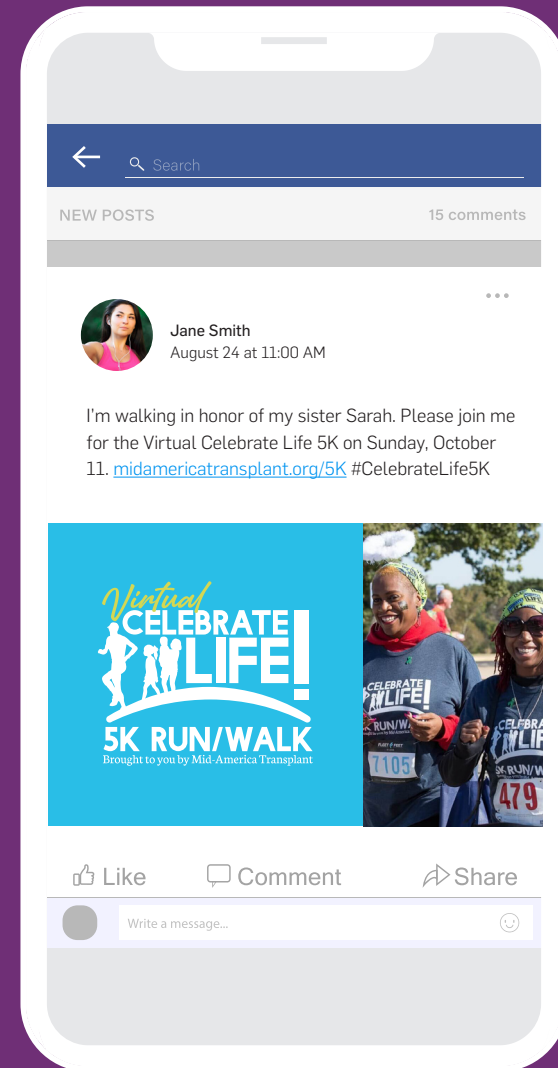
↓ DOWNLOAD FACT SHEET

SPREAD THE WORD

Build your team and help us get the word out about donation and transplant by inviting your friends and family to join the Virtual Celebrate Life 5K. Create your own post or use one of the customizable messages below.

Social Media Posts

- I walk in honor of *<insert donor/recipient/patient waiting's name>*. Please join me for the Virtual Celebrate Life 5K on Sunday, October 11. midamericatransplant.org/5K #CelebrateLife5K
- I am a proud *<insert donation connection here>*. Please join me for Mid-America Transplant's Virtual Celebrate Life 5K on Sunday, October 11. Register today: midamericatransplant.org/5K #CelebrateLife5K
- Join me on October 11 as I celebrate the gift of life at the Virtual Celebrate Life 5K Run/Walk. midamericatransplant.org/5K #CelebrateLife5K
- I am an advocate for organ, eye, and tissue donation. Join me in honoring donor heroes and transplant patients at the Virtual Celebrate Life 5K Run/Walk on October 11. midamericatransplant.org/5K #CelebrateLife5K



SPREAD THE WORD

Facebook Profile Frame

Add our #CelebrateLife5K frame to your Facebook photo to spread the word about donation and transplant.

GO TO

www.facebook.com/profilepicframes

SEARCH FOR

Mid-America Transplant

CLICK THE FRAME

and select Change Picture.

Email & Mail Invitation

This one-page PDF includes everything you need to convince your friends and family to join you in the 2020 Virtual Celebrate Life 5K Run/Walk. Share the PDF by email or print and mail to help spread the word!



[ADD FRAME NOW →](#)



[↓ DOWNLOAD PDF INVITATION](#)

SPREAD THE WORD

Digital Screen / Presentation Slide

Encourage others to join the Celebrate Life 5K by sharing this informational slide on a digital screen at your workplace, place of worship, or hospital waiting room.



↓ DOWNLOAD SLIDE

CREATE YOUR RACE DAY GEAR

In the weeks leading up to the event, we invite you to get creative, crafty, and make the Celebrate Life 5K a truly personal and meaningful day for you and your family. Below are free and easy ideas and templates to honor donors, celebrate recipients, and provide hope to patients waiting.

Race Day Signs

On race day, teams often carry signs, from vinyl banners to small printed tributes. We invite you to design your own sign or download and print the templates below.

- I walk in honor of _____
- I am a donation advocate
- I am a donor hero
- I am a transplant recipient
- I am waiting for a transplant
- Someone I love is a donor hero
- Someone I love is a transplant recipient
- Someone I love is waiting for a transplant

Use hashtag
#CelebrateLife5K
to share photos
and enter the
Celebrate Life 5K
Spirit Awards

(SEE PAGE 13)



↓ DOWNLOAD PRINTABLE SIGNS

CREATE YOUR RACE DAY GEAR

Garden of Heroes Sign

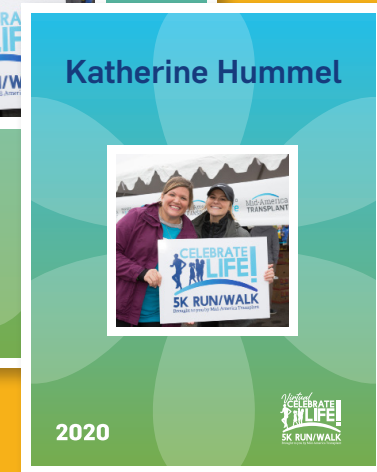
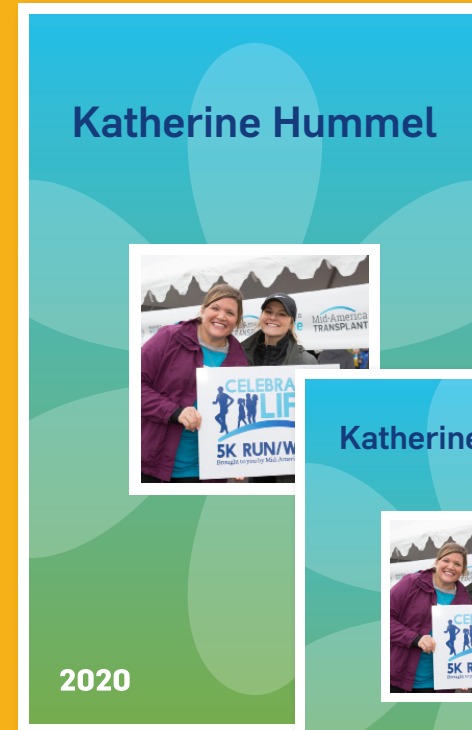
Each year, we invite donor families to submit a photo of their loved one to be included in the Garden of Heroes, a collection of tributes honoring donors who have shared the Gift of Life. For this year's virtual event, we are inviting families to create their own Garden of Heroes signs using the instructions and templates below.

You can print your sign and display it in a window, yard, or carry it with you on race day.

- 8.5" x 11" Template
- 11" x 17" Template
- Instructions

Use hashtag
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Spirit Awards

(SEE PAGE 13)



↓ [DOWNLOAD TEMPLATES](#)

CREATE YOUR RACE DAY GEAR

DIY T-Shirts

While Celebrate Life 5K t-shirts are included in race day packets, many teams like to create their own customized t-shirts to honor donor heroes, celebrate recipients, or provide hope to patients waiting. We encourage you to get creative with t-shirts, masks, or other race day items. Feel free to use the logo files when creating your design.

- Logo file(s)
- #CelebrateLife5K Hashtag

EPS FILES are vector based and can be scaled to any size without a loss in quality or resolution. EPS files are ideal for large-scale graphics, print materials, or t-shirt/screen printing.

JPEG FILES are compressed/flat images that may be used for digital or print applications when placed on a white background. To ensure quality, JPEG files should only be scaled down.

PNG FILES maintain a transparent background and can be used to layer over photography or other elements. PNG files are ideal for digital and print use. To ensure quality, PNG files should only be scaled down.



#CelebrateLife5K

#CelebrateLife5K

#CelebrateLife5K

↓ DOWNLOAD BRAND ASSETS

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Spirit Awards

(SEE PAGE 13)

RACE DAY! SUNDAY, OCTOBER 11

Run or Walk

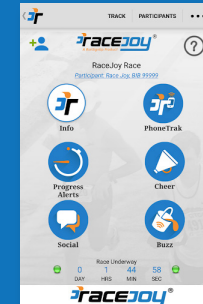
Race day is Sunday, October 11! Walk or run any time of day and anywhere — at home, in a park, or wherever you feel safe and comfortable. We encourage you to wear a mask and follow social distancing guidelines.

Track your Time

To track your run or walk time and route, download **RACEJOY**, a GPS tracking app, on your mobile device. The Mid-America Transplant team will be giving shoutouts to participants throughout the day.



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Spirit Awards
(SEE PAGE 13)



RACEJOY APP →

RACE DAY! SUNDAY, OCTOBER 11

Share Your Journey

Along the way, take photos of your run/walk, tributes, and race day gear. Share photos, messages, or screenshots of your race time on social media using the **#CelebrateLife5K** hashtag. Tagged photos and videos will be eligible for the Celebrate Life Spirit Awards (see page 13 for details).

Tune In

Throughout the day, tune into the 2020 Celebrate Life 5K Facebook Group for updates and live footage. To join the 2020 Celebrate Life 5K Facebook Group, visit www.facebook.com/groups/celebratelife5k2020/.



Use hashtag
#CelebrateLife5K
to share photos and
enter the **Celebrate
Life Spirit Awards**

(SEE PAGE 13 FOR DETAILS)

CELEBRATE LIFE SPIRIT AWARDS

share your journey



On race day, Mid-America Transplant staff and volunteers will choose the winning submission in these categories:

- Best Sign
- Most Unique T-shirt
- Pet of the Day
- Most Spirited Photo

TO ENTER: take photos or videos and share on social media using the hashtag **#CelebrateLife5K**.

Entries will be accepted October 11 – October 18 and must be public and viewable by the Mid-America Transplant team. You can also submit by emailing photos or videos to info@midamericatransplant.org.

Winners will be announced on Facebook and notified via email.



QUESTIONS?

Contact us

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