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LupusOntario.org



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## **LUPUS ONTARIO CREATES MEDIA KIT HELP PROMOTE WALK FOR LUPUS**

**August 20<sup>th</sup>, 2022:** Support the 21<sup>st</sup> annual Walk for Lupus Ontario, our largest fundraising event of the year. This year we hope to raise \$100,000 to help fund support groups, lupus clinics and research including the support of the NEW Anne Matheson Biobank.

### **Social Media Posts**

- General Information Informational Posts 1 & 2
- YouTube Video
- Goal Post
- 6 Clinics Post
- Draw for Airline Tickets from Air Canada Foundation
- Support My Team

### **Lupus Ontario Overview Article:**

This article describes a brief summary of lupus, an autoimmune disease, then goes on to briefly explain the efforts Lupus Ontario in making to improve the lives of those living with lupus, its history and research accomplishments

## Walk Post #1



The graphic features a vertical column of four circular images on the left: a person walking on a path, a group kayaking on a lake, hands crocheting a teal fabric, and a person performing a yoga pose. The main text is in purple and black, with a purple starburst indicating donation acceptance until September 30th. The AstraZeneca logo is at the bottom right.

WALK FOR LUPUS ONTARIO

Join Us For The  
**WALK FOR LUPUS**

Official Walk day is on  
**August 20th!**

Accepting donations until September 30th!

Walk dates & activities are flexible! Join us virtually from anywhere, any time during the month of August through a variety of activities!

Register now on our website!  
[support.lupusontario.org](https://support.lupusontario.org)

Presenting Sponsor:  
**AstraZeneca**

Join us with any of these activities, and more!

### Caption:

The Walk for Lupus is coming up fast!

Join us for the 21st annual Walk for Lupus Ontario. The event will be held both virtually and in person on Saturday, August 20th. While this is the official walk day, this year, you can choose to participate virtually. You can join us from wherever you are at any time during the month of August, with any activity you'd like.

We will be accepting donations for the event until September 30th.

## Walk Post #2



**Walk for Lupus Ontario** 2022  
OFFICIAL DATE: SATURDAY, AUGUST 20TH!

YOUR DONATIONS HELP FUND:

- ✓ Lupus Ontario Geoff Carr Research Fellowship
- ✓ Support and education programs for lupus patients,
- ✓ Providing funding to 6 Ontario Lupus clinics

This year, let's work together to raise,  
**\$100k**

REGISTER OR DONATE AT  
[support.lupusontario.org](http://support.lupusontario.org)

Presenting Sponsor:  
AstraZeneca

WALK FOR LUPUS ONTARIO

### Caption:

This year, our goal is to raise \$100k! These donations help fund the Lupus Ontario Geoff Carr Research Fellowship, 6 different Lupus clinics in Ontario, and general support and education for lupus patients and their families.

Help us reach this goal and help those with lupus by registering or donating to the walk. Learn more at [www.support.lupusontario.org](http://www.support.lupusontario.org) #Walk4LupusOntario

### YouTube Video:

Share this link, <https://www.youtube.com/watch?v=9HLPJ3Bh2BQ>

## Goal Post



## Caption:

This year, the Walk for Lupus aims to raise \$100,000 to support lupus patients, research, future events, and other initiatives to find a way to live a life without lupus.

Register at <http://support.lupusontario.org/> and start fundraising today!  
#Walk4LupusOntario

## Six Clinics We Support Post

**THE WALK FOR LUPUS**

SUPPORTS THESE SIX ONTARIO LUPUS CLINICS!

-  SickKids Lupus Clinic  
Toronto, ON
-  Mount Sinai Lupus Clinic  
Toronto, ON
-  McMaster Lupus Clinic  
Hamilton, ON
-  Ottawa Hospital Lupus Clinic  
Ottawa, ON
-  Saint Joseph Health Center Lupus Clinic  
London, ON
-  Toronto Western Hospital Lupus Clinic  
Toronto, ON

 WALK FOR LUPUS ONTARIO

Presenting Sponsor:  AstraZeneca

### Caption:

Have you registered for the 21st annual Walk for Lupus Ontario?

The donations raised from the Walk for Lupus help fund many support and education programs, but they directly support these six Ontario lupus clinics: [The Hospital for Sick Children](#), [Mount Sinai Hospital \(Toronto\)](#), [Sinai Health](#), [The Ottawa Hospital](#), [Unity Health Toronto](#), and [University Health Network](#).

Remember that the Walk will be held both virtually and in person on Saturday, August 20th. While this is the official walk day, this year, you can choose to participate virtually.

We will be accepting donations for the event until September 30th.

Head over to [https://lnkd.in/g4\\_a3fAu](https://lnkd.in/g4_a3fAu) register yourself or a team!

## Draw for Airline Tickets from Air Canada Foundation Post



**DRAW TIME!**

DONATE TO THE  
**WALK FOR LUPUS ONTARIO**  
BY **SEPTEMBER 9<sup>th</sup>** FOR A CHANCE TO WIN:

**2 AIRLINE TICKETS\*  
FROM THE AIR CANADA  
FOUNDATION**

 AIR CANADA  
FOUNDATION

 LUPUS  
ONTARIO  
Life Without Lupus

### Caption:

Donate to the WALK for Lupus Ontario by Sept. 9 to be entered into a draw for two Economy Class return tickets from the Air Canada Foundation\*.

ENTER: Donate to WALK for Lupus Ontario: [support.lupusontario.org](https://support.lupusontario.org)  
Or <YOUR PERSONAL TEAM PAGE LINK HERE>

Every donation of \$50 receives one entry into the draw, up to a maximum of 10 entries. Eligible donations from March 1-Sept. 9, 2022 inclusive.

#DonateToWalkForLupusOntario #WalkForLupusOntario #AirCanadaFoundation

\*Two (2) Economy Class return tickets for travel to any Air Canada scheduled destination in North America including Hawaii, Mexico and the Caribbean. Travel must be completed by August 20, 2023 and blackout periods apply.

Open to Ontario residents aged 18+ only.  
Draw closes Sept. 9 @ 11:59 PM EST.  
Winner chosen at random.  
Lupus Ontario Staff & Board Members and their immediate families excluded.

## Support my Team Post



# WALK FOR LUPUS

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*Support my team!*

## Let's work together to conquer Lupus by:

- Making a donation
- Getting a sponsor
- Sharing our team link
- Joining our team

## Caption:

Together we can conquer lupus. Join my Team for our Virtual Walk for Lupus Ontario journey. You can make a donation, get a sponsor, help me by sharing our team link to our donation page or by joining our team. We can make a difference. Be a part of something big and take the steps to someday find a way to live a Life Without Lupus.

Donate today, <YOUR PERSONAL TEAM PAGE LINK HERE>

## Walk for Lupus Ontario

*Provided by Lupus Ontario*

Walk for Lupus is Lupus Ontario's largest provincial fundraising and awareness event. It began over 21-years ago with a single walk (previously Walk a Block) and has grown into an event involving thousands of participants throughout Ontario. Over the years, the Walk for Lupus has raised over a million dollars to fund the Lupus Ontario Geoff Carr Research Fellowship, support and education programs for lupus patients and their families and advocacy projects aimed at improving programs and services for lupus patients.

The 21st Walk for Lupus Ontario will be held both virtually and in person across the province on Saturday August 20, 2022!

This event will be hybrid: you can participate, (walk, run, bike, crochet, or any activity of your choice), virtually or in-person at the time and day of your liking. While the majority of events will take place on August 20, you have the freedom to choose the best date/time for you and your team. There are a lot of options available for all types of able-bodied people!

Join a team in your area or start one of your own! Teams will be sent Lupus Ontario wristbands, and there are incentives for fundraisers.

Lupus is an autoimmune disease where the body attacks itself causing inflammation, pain, and possible organ damage. Five million people suffer from lupus globally and there is currently no cure. Nine out of ten lupus patients are women, usually diagnosed between the ages of 15 and 45. Each year as we gather for the Walk for Lupus Ontario, we create awareness of this life altering and sometimes fatal disease. By discussing and fundraising for lupus research, Lupus Ontario hopes to someday find a way to live a Life Without Lupus. Visit [www.lupusontario.org](http://www.lupusontario.org) to register or to find out more about Lupus Ontario.