

## **A Guide to Lighting Up Your Local Landmarks for International Recovery Day**

Promoting International Recovery Day is a meaningful and powerful endeavor. The visual impact of our landmarks lit in purple serves as a powerful symbol of unity, support, and acknowledgment for those on their recovery journey. Here are some steps and talking points to help you turn this beautiful vision into a reality:

1. **Identify the Landmark or Building:** Select a local landmark or building that is meaningful to your community. This could be city hall, a popular park, a bridge, or even a well-known local business. Ideally, the location should be well-visited or visible to a large number of people.
2. **Contact the Right People:** Research who has authority over the landmark or building you've identified. This could be city officials, park directors, or business owners. Once you have identified the right person, reach out to them with your request. Explain the significance of International Recovery Day and the symbolic gesture of lighting their property in purple.

### Talking Points:

- Discuss the global impact of addiction and the importance of showing support for those in recovery, especially highlighting the impact in your local area.
  - Share how lighting up landmarks in purple is a worldwide initiative, with participants from over a quarter of the world's countries.
  - Mention other iconic structures that participate, such as Niagara Falls and the Rock & Roll Hall of Fame.
3. **Permission and Logistics:** Secure permission to light up the building or landmark in purple. Discuss the logistics involved – this may include timing, any potential costs, and technical requirements.

4. **Publicize the Event:** Once you have permission, start publicizing the event. Use social media, local newspapers, and word of mouth to get the community excited about the event.

Talking Points:

- Highlight the time and location of the lighting event.
  - Explain the significance of the purple color as a symbol of recovery and solidarity.
  - Encourage community members to show their support for individuals on their recovery journey.
5. **Engage the Community:** Invite local businesses, organizations, and community members to participate in the event. Encourage them to show their support by lighting up their own homes or businesses in purple.
  6. **Document and Share:** On the day of the event, take photographs or videos of the landmark or building lit up in purple. Share these images on social media, local news outlets, and other platforms using hashtags like #InternationalRecoveryDay or #LightUpPurple. This will help to raise further awareness and inspire other communities to join in future years.

Remember, your dedication to this cause makes a significant impact in raising awareness about addiction recovery, breaking down stigmas, and supporting those in recovery. Thank you for being a beacon of hope!