



KEY MESSAGES & SOCIAL MEDIA TEMPLATE

➤ KEY MESSAGES

- Every year during Cystic Fibrosis Awareness Month (May), Cystic Fibrosis Canada holds Canada's largest national fundraising event in support of people affected by cystic fibrosis.
- Thousands of Canadians have participated, fundraised, donated and volunteered to make the event an annual success, raising over \$41M and recruited over 100,000 participants over the past 20 years.
- To help achieve our ambitious goals to lengthen and improve lives, we invite as many people as possible to join the Walk To Make Cystic Fibrosis History and help us take a #StepToward a future without CF.
- Donors and fundraisers, like you, have already helped to:
 - Fund Canadian scientists who discovered the cystic fibrosis gene.
 - Extend the lifespan of children diagnosed with cystic fibrosis.
 - Contribute to the discovery of the newest life-changing medications.
- We are far from done. Together with supporters like you, we'll push further in this work. Further until every Canadian living with cystic fibrosis can experience everything life has to offer – and enjoy everything life has to offer.

➤ SOCIAL MEDIA POST TEMPLATE - REQUEST DONATION

I'm participating in the 2024 Walk to Make Cystic Fibrosis History, raising money to help make a difference in the lives of the thousands of Canadians living with cystic fibrosis (CF). With my fundraising efforts, #CFCanada will continue to go the extra mile to improve the quality of life of over 4,300 Canadian children, adolescents, and adults with CF. Can you support me today by making a donation on my fundraising page – link is in the bio! Thank you for helping us #StepToward ending CF for all!

Let's spread the word - shout about your fundraising. Use the hashtag #StepToward + tag Cystic Fibrosis Canada social media accounts:



@cysticfibrosiscanada



@cfcanada



@cfcanada