

EVENT GUIDE 2020



WORLD
CEREBRAL
PALSY
DAY
OCTOBER 6

MAKE YOUR MARK



ABOUT WORLD CP DAY

Cerebral Palsy is one of the least understood disabilities - and people with CP are often out of sight, out of mind and out of options in communities around the world. This needs to change.

World Cerebral Palsy Day is a movement of people with cerebral palsy, their families, and the organisations that support them, in more than 75 countries. Our vision is to ensure that children and adults with cerebral palsy (CP) have the same rights, access and opportunities as anyone else in our society.

Together, we can make that happen.

HOW TO GET INVOLVED

This year we want our participants to show the world how they are the masters of adaptation.

All around the world, people and communities have had to adapt to big changes caused by COVID-19.

People with cerebral palsy have mastered dealing with change, breaking down barriers, and coming up with creative solutions their whole lives.

Get involved by Making Your Mark this World Cerebral Palsy Day. Show everyone how you adapt and innovate every day.

This year on October 6, we invite you to visit Facebook, Instagram and Twitter and share:

- Your achievements
- Solutions you've discovered
- Changes you're advocating for

#CPMakeYourMark #WorldCPDay

2020 THEME

MAKE YOUR MARK

Whether you're a person with CP or a friend, family member or colleague of someone living with CP, Make Your Mark is something everyone can get involved in!

Think of some of the ways you (or someone you know) have created something, set and reached a goal, or come up with a new way to participate in an activity that felt inaccessible at first. When you share this story, you'll Make Your Mark.

On October 6, we want you to hop on social media and share a post, video, or story showing:

- What you accomplished
- How you made it happen
- How it affected you, and how your achievement or solution can impact or influence others with cerebral palsy

Remember to tag us @WorldCPDay and use the hashtags #WorldCPDay #CPMakeYourMark

MAKE YOUR MARK





GET STARTED

FOLLOW US!

We are @worldcpday on Facebook, Twitter and Instagram.

PLAN YOUR DAY

How are you going to Make Your Mark? Do you have a story you'll share by yourself, or will your friends and family help or get involved too?

Do you have a smart phone or camera and access to the internet so you can share your activities with the World CP Day community?

If you're not sure how you should Make Your Mark, keep an eye out on Facebook, Instagram and Twitter for inspiration!

OTHER WAYS TO MAKE YOUR MARK

Just like in 2019, you can choose to #CPMoveAsOne or #GoGreen4CP!

You can Make Your Mark by joining in CPISRA's campaign to get people all around the world doing sports and physical activity at 1pm on October 6. You could do something you love like walking, rolling or strolling, or try something new like boccia or cricket!

If going green is more your thing, you can Make Your Mark though #GoGreen4CP by holding a green event, wearing green or lighting up local landmarks in green!



VISIT [WORLDCPDAY.ORG/TOOLS/](https://worldcpday.org/tools/) FOR LOGOS, POSTERS, PHOTO PROPS & MORE!

RESOURCES

To help you organise your event, we have a suite of resources available. Visit worldcpday.org/tools to visit resources page, and download the following:

POSTERS

- Make Your Mark

OTHER

- Make Your Mark email footer
- Make Your Mark brand guidelines

LOGOS

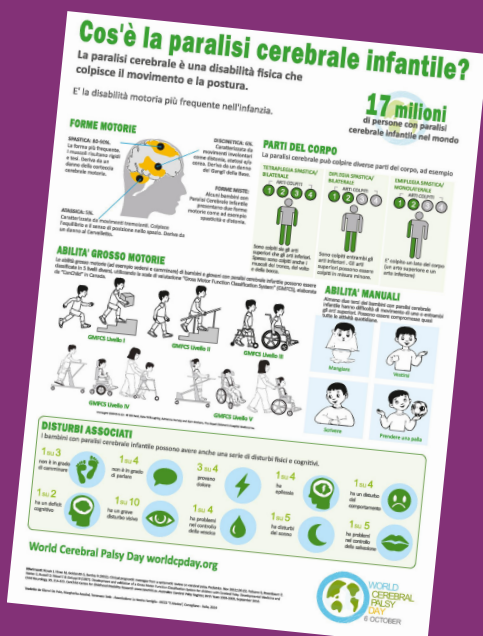
- World CP Day in multiple languages
- Make Your Mark
- Go Green 4 CP
- Move As One

ABOUT CEREBRAL PALSY (in multiple languages)

- What is CP infographic?
- CP Diagnosis & Treatment poster
- CP 'My Favourite Words' poster
- Guides
- Slide show

SOCIAL MEDIA

- Make Your Mark social media posts





REMEMBER TO...

- ✓ Show us how you Make Your Mark
- ✓ Posts your photos and videos on social media
- ✓ Tag us @worldcpday in your social media posts
- ✓ Use hashtags #WorldCPDay #CPMakeYourMark
- ✓ HAVE FUN!

www.worldcpday.org