

#WARPAINT WEDNESDAY

All are invited to participate this
NOVEMBER 25TH, 2020

to inspire action on a personal and grassroots level
supporting those facing challenges with cystic fibrosis.



WHAT IS CYSTIC FIBROSIS (CF)?

A rare genetic (inherited) and terminal disease that is progressive and primarily affects the lungs with thick mucus build up, resulting in blocked airways and fostering the growth of harmful bacteria leading to life-threatening lung infections and serious digestive issues. You are born with CF and cannot catch it later in life, but one in 35 of us carries the faulty gene that causes it, usually without knowing.

WHAT IS WARPAINT WEDNESDAY?

We recognize the battles that CF brings to a person's everyday life from the day they are born. We call these folks Warriors. And to honor them in their fight, we show solidarity by wearing purple warpaint on one very special day each year, the Wednesday before Thanksgiving (in the US). It's a global day of activism and giving for the CF community fueled by the power of social media and community collaboration via a virtual and local campaign.



WHY PURPLE WARPAINT?

For centuries, warpaint has been used in many cultures when going into battle or for ceremonies. It was often believed to provide the wearer with powers including bravery, strength, and or protection. Purple is the chosen color to represent cystic fibrosis awareness worldwide as a symbol of hope. This is why we wear purple warpaint on this special day to show our support.

WHAT IS THE GOAL OF WARPAINT WEDNESDAY?

To magnify the awareness of CF by coming together as one united voice to let our CF warriors know they're not forgotten or alone in this fight. We do this by posting photos on social media using the hashtag #WarpaintWednesday, rallying local businesses to collaborate with #WPW themed incentives, corporations utilizing this campaign for corporate social good, and any other creative ways one chooses to show up!



IGNITE THE ADVOCATE. CHAMPION THE CAUSE. EMPOWER A COMMUNITY.

Help us make Warpaint Wednesday the largest global day of activism in the CF Community worldwide!

HOW CAN YOU MAKE THIS MISSION A SUCCESS?

Individually... "Get It. Wear It. Share it."

1. Purchase your Warpaint here www.WarpaintWednesday.com
2. Wear your warpaint on Wednesday Nov. 25th, 2020
3. Rally your family & friends to join the fun!
4. Challenge your friends and family to put on their best warpaint faces.
5. Take photos and selfies, share and tag #warpaintwednesday and @warpaintwednesday on social media.

Local Community...

1. Rally your local schools, faith-based centers, and sporting groups to host a #WPW themed event.
2. Rally your local vendors, like bars and restaurants, to participate by doing a #WPW themed campaign, have employees wear warpaint, offer discount incentives for showing up in purple paint, etc.
3. Create your own warpaint event party.
4. MAKE A DONATION to your favorite CF Nonprofit at www.warpaintwednesday.com
5. HAVE FUN & SHOW YOUR SUPPORT!

Corporate Good...

1. Offer a Corporate Matching Gift program
2. Create team-building volunteering projects
3. Offer volunteer time off (VTO) when employees support a WPW event.
4. Use #WPW as a themed marketing campaign for Corporate Social Good
5. Make a financial contribution to the cause at www.warpaintwednesday.com

*ALL FUNDS RAISED GO TO SUPPORT CF FAMILIES THROUGH THE GRASSROOTS NONPROFIT ORGANIZATIONS THAT GIVE THEM A VOICE.



Even the dog gets involved!



Police Athletic League paints away!



Field of Greens sporting their colors!

WHO IS PIPER'S ANGELS FOUNDATION?

Piper's Angels Foundation is a 501(c)(3) non-profit organization providing support to children and families affected by cystic fibrosis (CF) via socially innovative services. Piper's Angels Foundation created Warpaint Wednesday with the ultimate goal of making it the largest global day of activism in the CF Community worldwide.