



BFR21 Media Pack Introduction:

Welcome to the Break Free Run 2021 Media Pack! This kit includes everything you need to start promoting the 2021 Break Free Run!

As a brief reminder, here are the basic event details:

Date: Saturday, April 10th, 2021

Location: Lakeside Church

745 Oak Ave Pkwy, Folsom, CA 95630

Time: 8:00am

Current Pricing:

- 10K Adult - \$45.00
- 5K Adult - \$35.00
- Virtual Runner - \$30.00
- 10K Youth (12-17) - \$30.00
- 5K Youth (12-17) - \$20.00
- 5K Child (7-11) - \$15.00
- Kids Fun Run (4-6) - \$15.00

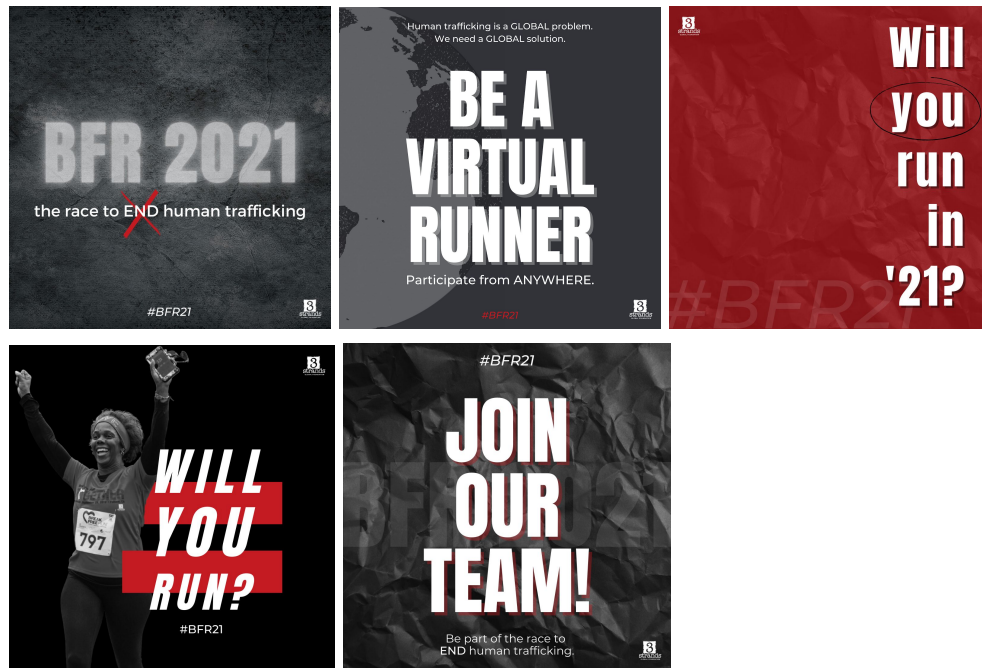
Register at: www.3SGF.org/break-free-run

To access and download the materials please click [here](#).

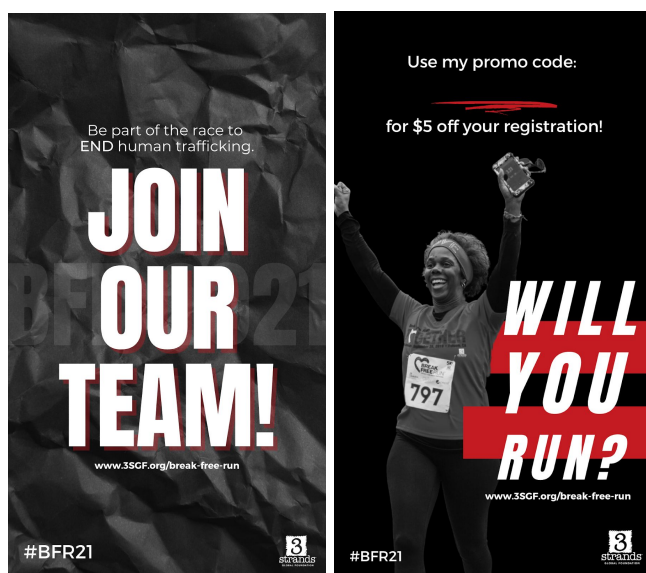
Instructions for how to use these materials begin on the following page.

The following materials are included in the BFR21 Media Pack (linked above):

1. Square graphics for posting on Instagram and Facebook feed
 - o These graphics can also be used as email and text message attachments



2. Long graphics for posting on Instagram and Facebook stories
 - o One of the two includes a spot for you to add your own personal promo code to give to friends and family for \$5 off registration
 - Please email kylieh@3sgf.org for promo code



3. Facebook banners



- ### 4. Additional graphics covering event details and instructions on how to register
- Can be posted on social media or sent as attachments



5. Event blurb:

- This can be copy/pasted into emails, text messages, etc.:

Want to know how you can stand up against human trafficking? Register for the 11th Annual Break Free Run today! There are options for all ages, including a 5K, 10K, and Kid's Fun Run. You can even register as a Virtual Runner to participate from anywhere in the world! Human trafficking is a global issue and we need a global solution. The event will take place on Saturday, April 10th at Lakeside Church in Folsom, CA. Don't wait to register! Will you run in '21? Visit www.3SGF.org/break-free-run today!

6. Hashtags to use when posting:

- #BFR21
- #breakfreerun
- #breakfreerun2021
- #runin21
- #preventionchangeseverything
- #inthistogether
- #inittoendit
- #meetthemoment
- #hopeexists
- #hopeendures
- #3sgf
- #3strandsglobalfoundation

7. Please tag us in your posts so we can reshare!

- Facebook: @3Strands Global
- Instagram: @3strandsglobalfoundation