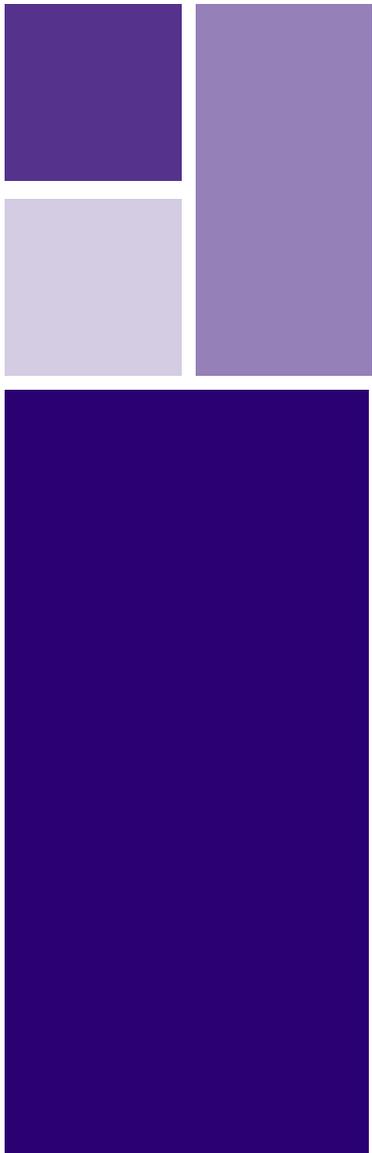




*Paint The Town Purple is a great way to spread the word about Relay for Life, recruit new survivors and caregivers to your event, engage new and returning teams and team members, and encourage your sponsors to get more involved in Relay for Life!*

# Paint It Purple

American Cancer Society





## What is Paint It Purple?

**Paint It Purple is a chance to raise awareness of the American Cancer Society and Relay for Life in your community!**

**Paint It Purple** is a promotional and awareness event to further engage your community in the local Relay for Life. This can be a targeted event, specific to a town, or even an entire county. The event should be designed to draw interest in the Relay and should be planned in advance of the Relay event to get attention and draw attention early in the planning season.

**Paint It Purple** can be a specific day with a specific event planned (perhaps a pep rally in a central location) or can be a week of awareness, with lots of posters being hung, purple ribbons, and a large e-mail campaign and community fundraising.

**Paint It Purple** should be used to engage both the committee and current teams in getting the entire community involved in supporting the Relay for Life.

We want you to paint your town, workplace, campus, school, restaurant purple in celebration of Relay for Life and inspire others to follow!

It's easy and fun! This guidebook will help you come up with ideas and get you started seeing purple in your community!

### Did you know...

...according to color theory, a child's imagination develops more strongly in a purple-painted room?

...Leonardo da Vinci believed the power of meditation increases ten times when done in purple light?

...opera composer, Richard Wagner, considered violet to be the color of his inspiration?

... purple is a color often well liked by very creative or eccentric types.

...the color purple affects us mentally and physically and is often called uplifting, encourages creativity, calms the mind and nerves, and offers a sense of spirituality?

...the color purple

# Paint It Purple Ideas

## Paint Your Home Purple

- Display a purple yard sign in your front yard.
- Decorate your front entrance, your fence, or your door with purple balloons.
- Paint your porch light purple or insert a purple bulb.
- Tie purple ribbons around trees in your neighborhood.
- Wear purple clothing or encourage all past Relay for Life volunteers to wear their Relay shirts on one day around town.

## Paint the Town/Campus

- Decorate your home or store windows with a purple display.
- Encourage town leaders' involvement by:
  - asking them to allow you to paint giant stars and moons on main street or
  - suggesting the department of public works fill town planters with shades of purple flowers
  - displaying Relay For Life flags on telephone and light poles on main street
- Hold a Main Street contest for the Best Purple Window display.
- Encourage businesses and stores to sell Relay for Life “Sun and Moon” or “Feet” cards.
- Display a purple yard sign in your front yard.
- **Use the ACS Stage Wrap to cover your garbage cans with Relay Logos**
- Turn your town landmarks purple.
- Create a mock Relay for Life campsite in your town square and use as a basis to solicit media coverage.
- Decorate the exterior of your City Hall purple and encourage City Hall employees to all wear Purple
- Invite police, firefighters, and key club students, all wearing purple, to take turns standing at main intersections of town collecting donations.
- Hang "Power of Purple" banners over main roads into town.
- Ask the Mayor to paint a purple stripe down their main street
- Request an official proclamation announcing your Paint It Purple day (often May 1) as the official kick off to the Relay for Life season.
- Team captains and committee members wore purple and "Ask Me about Relay" buttons to promote their event.
- Offer Purple luminaria bags--only for sale DURING paint the town purple week. Encourage people to get their luminaria early for display at the event. Invite those who secure luminaria that week to the event with a formal invitation after your Paint It Purple week.



### Paint the Office

- Wear purple clothing, wrist band, or lapel ribbon.
- Decorate your office or cubicle with purple balloons, purple streamers, and other purple items.
- Hold a contest for the Best Decorated Cubicle.
- Order a purple flower arrangement for your office reception area.
- Place purple static clings in your office windows.
- Leave a Relay for Life message on your office voicemail.
- Create a Relay for Life email signature.
- One insurance company decorated their cafeteria purple and served purple food.
- Designate one department to be responsible for making purple decorations available to employees.
- Create a purple company newsletter.
- Buy purple wrist bands to give out to your employees.

### Paint the Restaurant

- Get purple uniforms for your crew
- Wear purple wrist bands or purple lapel ribbons.
- Create a purple drink or a purple dish for the night.
- Display purple votive candles and put your patrons in a purple mood.
- Order a purple flower arrangement for your reception area or your tables.
- Display purple decorations in your windows.
- Buy purple wrist bands to give out to your patrons.
- Change your tablecloths to purple.
- Turn your menus purple.
- Create a purple percentage night where a portion of the proceeds go towards Relay For Life in your community
- Create a purple raffle bowl; the prize is an exclusive meal for two at the restaurant; or have your head chef make a meal at the winner's home.

### Paint the Hospital

- Wear purple scrubs.
  - Wear a purple wrist band or purple lapel ribbon.
  - Decorate your office with purple balloons, streamers, or other items.
  - Order a purple flower arrangement for your reception area.
  - Place purple decorations in windows.
  - Display a Relay for Life poster.
  - Buy purple wrist bands to give out to your patients.
  - Give purple lollipops or candy to little ones under your care.
-

## Paint the School

### **Ideas for Students:**

- Distribute and post Paint the Town Purple promotional resources throughout the school.
- Wear purple clothing/pajamas.
- Place a purple product in your lunch box (ex. grapes)
- Create purple window decorations and display them in your school windows.
- Write your school notes in purple ink
- Wear our purple wrist bands and share them with friends.
- Place our Relay for Life purple badge on your blog or site.
- Display Relay for Life posters in your school.
- Decorate your school hallways with purple balloons.
- Decorate your school yard with purple chalk artwork.
- Hold a contest for the Funkiest Purple Dresser.
- Create a mock Relay for Life campsite on school grounds.
- Get your high school principal to turn purple for the day!
- One Middle School made purple paintbrushes out of pencils and cotton balls. The school also had banners up that asked the students to wear purple on May 1, the school's official May Day.



### **Ideas for School Administration:**

- Distribute and post Paint the Town Purple promotional resources throughout your school.
- Purchase purple wrist bands and give them out to students
- Relay for Life and Paint the School Purple activities part of your school's community service program.
- Place information about Paint the School Purple on your school's website.
- Place the Relay for Life badge on the school's website.
- Include information about Paint the School Purple in your school bulletin.

## Paint Your Online Social Networks Purple

- Get your social network (ex: Facebook, My Space, Twitter) involved with spreading the word by posting status updates throughout the day or week to share Paint It Purple events/activities happening in your area
- Use these online communities to recognize those who are participating in the Paint It Purple event with personal messages, pictures (don't forget to "tag" those who are pictured), and even video messages
- Many people are connected to their online social network on their cell phone, so utilize this resource to share successes during the Paint It Purple day or week through these networks (ex: Awesome work on the Relay For Life of [event name]'s Paint It Purple event! Welcome to our five new teams that joined our event during this past week)
- Profile pictures give you a valuable piece of online real estate. Use this space to spread the spirit of Relay by changing your Profile Picture to advertise Relay for Life. Download the Relay for Life logo on [RelayForLife.org](http://RelayForLife.org).