



Small steps make **MIGHTY STRIDES**

GET SOCIAL WITH US

Thank you for joining this year's **RBC Race for the Kids!** By joining thousands of supporters, you are helping us make mighty strides in the advancement of care for children throughout BC. Your continued efforts will make a big difference in the lives of children and families with serious and life-long childhood diseases.

Social media is a key component to helping you and your team reach the goals you've set. Connecting with your community to share why this initiative is so important to you can help them understand you better and might even inspire them to support your team.

SMALL STEPS MAKE MIGHTY STRIDES

Sharing your own journey on social media helps bring awareness about the cause and the event to your social network. **THE ASK:** Share your own journey to race day as you and/ or your team prepare to take a step for BC's kids. You can do this in whatever way feels authentic to you and your community, all we ask is that you tag us. When posting about the race please use the hashtag **#RBCRacefortheKidsBC** and tag **@BCCHF @RBC**.

PRE-CREATED SOCIAL MEDIA POSTS

In addition to your own photos and stories you're welcome to use the graphics, videos and captions we've provided below. **Download your graphics here.**

> **GRAPHIC #1:** Provided in sizes for a Facebook post, Instagram post, Instagram story, LinkedIn post and Twitter.



> GRAPHIC #2: Share your pride by posting these Proud Participant/ Sponsor graphics to your feed. Provided in sizes for a Facebook post, Instagram post, Instagram story, LinkedIn post, and Twitter.



> PROMO VIDEO: Share our promo video with your social community. Available in sizes for in-feed posts on all platforms as well as Instagram stories.

CAPTIONS:

Here are a few pre-created captions to inspire your community.

- > OPTION ONE:** Every step we take supports the mission at BC Children’s Hospital to conquer childhood illnesses across the province. That’s why I’ve signed up for this year’s RBC Race for the Kids on June 9. Head to the @bcchf website to join me! @rbc #RBCRacefortheKidsBC
- > OPTION TWO:** I’ve just registered for this year’s RBC Race for the Kids. By participating we can help provide BC Children’s Hospital with funds that will go towards areas of greatest needs—to tackle the most complex physical and mental challenges facing kids and youth in the province. Join me on June 9 by heading to the @bcchf website! @rbc #RBCRacefortheKidsBC
- > OPTION THREE:** Small steps make mighty strides. Join me (and my team) at BC’s largest family fun run on June 9 where we’ll be racing to support BC Children’s Hospital in tackling the most complex physical and mental challenges facing kids and youth in the province @rbc @bcchf #RBCRacefortheKidsBC

THANK YOU

Your support means the world to us. By working together, we can help tackle the biggest health threats facing kids. Each step you take in this year’s RBC Race for the Kids will make a big difference in the lives of children and families with serious and life-long childhood diseases. Together, we can race towards a healthier future for our children.

> REGISTER HERE

> FREQUENTLY ASKED QUESTIONS

> ABOUT BC CHILDREN’S HOSPITAL FOUNDATION

If you have any questions or need assistance with completing your registration please contact us at race@bcchf.ca



ABOUT RBC RACE FOR THE KIDS

RBC Race for the Kids, BC's largest family fun run, has helped improve the lives of countless kids since it started in 1986. Participants have transformed countless small steps into mighty strides in the advancement of care for children throughout BC, providing crucial support to the wide range of medical programs at BC Children's Hospital. Along the way, we've celebrated the hospital staff who have helped so many kids and the patients who have inspired us with their fighting spirit.

We're incredibly proud of the distance we've come, but our work isn't done. Kids are still suffering from illnesses that disrupt their lives, and too many of them aren't able to receive the specialized care they need.

There's no denying that these challenges are enormous. However, by participating in RBC Race for the Kids, you're providing BC Children's Hospital with funds that will go towards the areas of greatest needs at BC Children's Hospital—to tackle the most complex physical and mental challenges facing kids and youth in the province.

With you by our side, kids will receive the best possible care through BC Children's Hospital in Vancouver as well as outreach clinics throughout the province.

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