



SUPPORT INCLUSION ★ CELEBRATE ABILITIES

Let's All Go Purple!

Campaign

What Is The 'Let's All Go Purple!' Campaign?



- This October, **Let's All Go Purple** to show our support to persons with disabilities in Singapore!
- This is part of **The Purple Parade's** online campaign to spread the message of **supporting inclusion** and **celebrating abilities** of **persons with disabilities**.
- Starting from **1 October 2021** to **30 October 2021**.
- Join us and turn your social media pages **PURPLE!**

How To Take Part In The 'Let's All Go Purple!' Campaign?



- **Step #1**: Think of a “Going Purple” idea and be as creative as you wish! Just do it.
- **Step #2**: Take and upload a **Purple photo / video of you and/or your friends “Going Purple”**.
- **Step #3**: Type your **personal message in support of persons with disabilities / The Purple Parade**. Do add the hash tags **#SupportInclusion** and **#CelebrateAbilities**.
- **Step #4**: Tag us **@PurpleParade** and post on your Facebook or Instagram! Congratulations, you are done!



* Photo is for illustration purposes only.
* Please adhere to safe management measures.

Examples of 'Let's All Go Purple!' Campaign



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Tag us [@PurpleParade](https://www.instagram.com/PurpleParade) so we can feature you on our **social wall** during

The Purple Parade's Livestream Concert on

Saturday, 30 October 2021!

About The Purple Parade



- Into its 9th year, it is an annual movement that **supports inclusion** and **celebrate abilities** of **persons with disabilities**.
- It is the **largest ground-up inclusion initiative** started by **passionate disability organisations** and **groups**, with support from Central Singapore CDC, Corporate and Community Partners.
- This movement is not to replace the good work done by the disability organisations and agencies, but to **complement their efforts** and **create greater awareness** for our **community of persons with disabilities**.



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**Join Us And
Let's All Go Purple!**