

THE DAY OF THE LIVING

CELEBRATING ORGAN DONATION



1st NOVEMBER 2014

**LiveLife**  
**GiveLife**

[LiveLifeGiveLife.org.uk](http://LiveLifeGiveLife.org.uk)

# DAY OF THE LIVING

A CELEBRATION OF ORGAN DONATION  
1st November 2014

## ADVOCATE PACK

Live Life Give Life is launching The Day of the Living: a campaign celebrating people saved by organ donation and the generosity of their donors.

Inspired by former advocate Gerard and the Mexican Day of the Dead, in which ancestors are remembered with a vibrant and colourful festival, the Day of the Living campaign will raise awareness about the importance of organ donation with the same energy, optimism and joy.

Instead of Dia de los Muertos we are celebrating the Dia de los Vivos!

Events will be taking place nationwide from early September, building to the Day of the Living which takes place on the same day as the Day of the Dead: November 1st.

Sugar Skulls designs are one part of the festivities and around Halloween we will be encouraging supporters to make themselves up as sugar skulls, wear Sugar Skull masks, and share their 'Sugar Skull Selfies' or 'Skulfies'.

We will also be working schools, hospitals, artists and celebrity supporters, as well as sharing a viral video about organ donation created by leading body paint artist Emma Allen - creator of Ruby:

<https://vimeo.com/72670988>

Calling all talented advocates. What can you create, do and most importantly share on your social media; that will grab the nation's attention?

The only limit is your imagination. Here are some ideas:

<http://www.pinterest.com/aspatter/day-of-the-dead/>

<http://www.pinterest.com/thegailsmith/day-of-the-dead/>

<http://www.pinterest.com/search/pins/?q=dia%20los%20muertos&rs=ac&len=7>

Could you bake sugar skull cookies or sweets and sell them? Perhaps you could even get your local baker or supermarket involved?

Would a local clothes shop or department store agree to have one mannequin made up as a Day of the Living sugar skull? You never know until you ask!

Could you and your friends make yourself up as sugar skulls and share the pictures. Maybe you could even stage a sponsored Sugar Skull Stroll around town with the local press in attendance.

Would you be willing to paint some sugar skull masks and get commuters to take a snap and change their profile picture for the day?

Are you an artist? Needleworker? Jeweller? Or other craftsperson? Or do you know someone who would produce and exhibit some work with the Day of the Living theme?

Do you know an undertaker? Could you help us to put together a colourful, musical dixieland Day of the Living funeral procession around a busy city centre?

Could you persuade your local paper to give the Day of the Living some free ad space? Perhaps even in the obituary column!

Could you host a fancy dress Day of the Living party on November 1st?

Are you an educator? Could you help us put together and share an activity and teaching pack for children? The kids could colour in sugar skull colouring books, or make maracas whilst learning about organ donation.

Could you help us to cheer up a transplant ward with a face painting visit, filming and sharing the colourful stories?

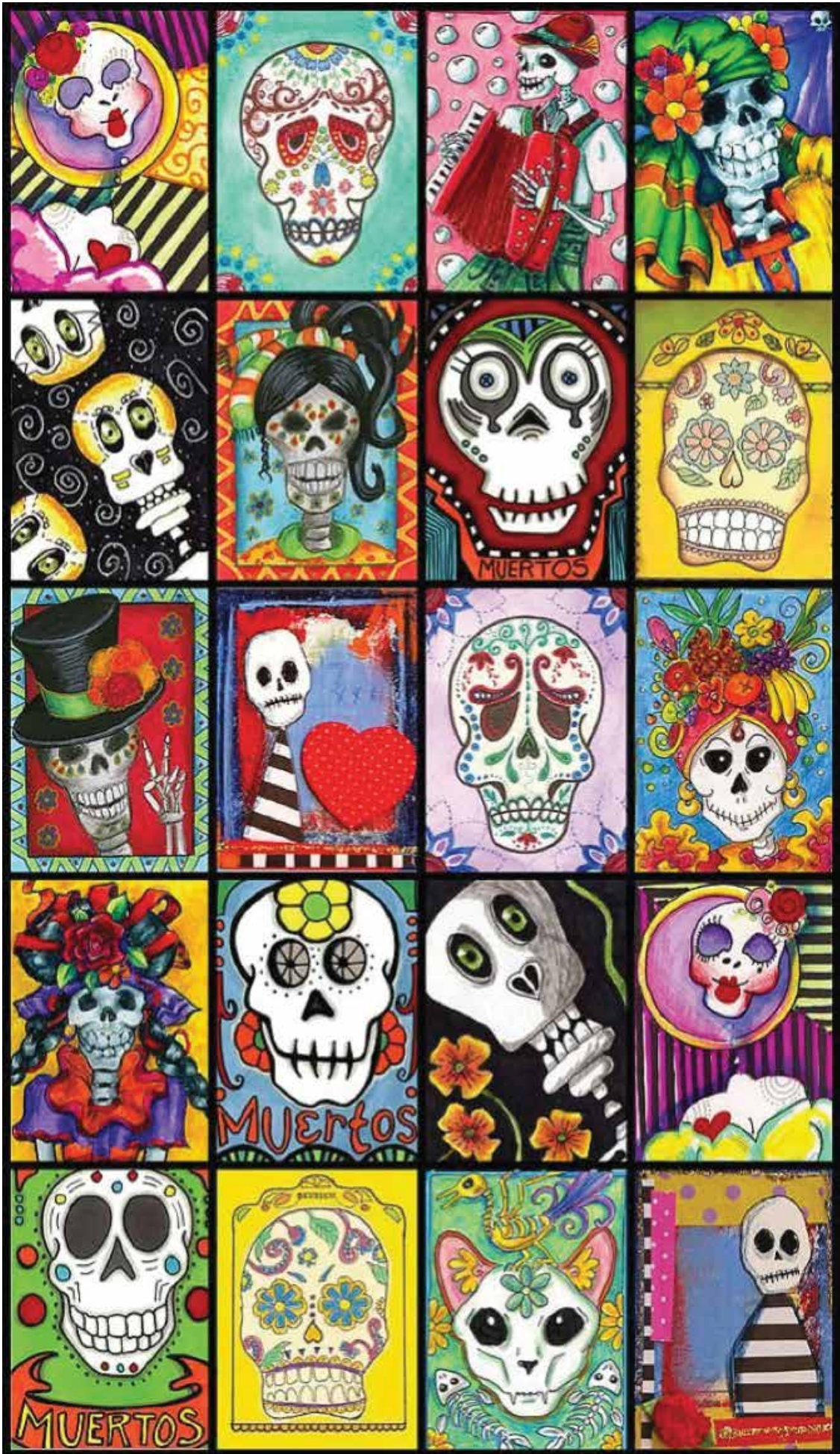
**The possibilities are endless. We want this to become an annual event, adopted by other organ donation charities and celebrated all over the world. Together we can make it happen.**



EXAMPLES



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