



## Getting Involved in Face Equality Day

Friday 26 May 2017 will see the first national Face Equality Day in the UK. Changing Faces is calling on individuals, support groups and organisations to support our vision of a society where all individuals with disfigurements are treated fairly, equally and with respect irrespective of their appearance. We aim to remove the stigma, prejudice and discrimination that people face so they can have the same life choices and opportunities as everyone else and will be free to live life the way they want.

We will be using Face Equality Day to raise awareness of disfigurement and its impact on people's daily lives and to promote the face equality campaign. Various activities are planned including illuminating public buildings with our distinctive brand colours and logo, poster campaigns, publicising the results of our major new 'Disfigurement in the UK' report through media and social media coverage with individuals sharing their experiences and celebrities speaking out and wearing the Changing Faces butterfly to show their support.

We are asking organisations, individuals and their communities to join the face equality movement on Face Equality Day and are asking support groups to pledge their support

*"At XXXXXXXX, we are committed to achieving Face Equality in everything that we do. We will challenge appearance discrimination and will treat everyone equally and fairly irrespective of the appearance of their face or body."*

There will be a number of different ways that support groups and their members can get involved:

- Sign the Face Equality Day Pledge, wear a Butterfly, take a selfie and share on social media
- Promote Face Equality Day to members via newsletter and social media about them signing the Pledge and wearing the Butterfly on Face Equality Day
- Join the Face Equality Day event on Facebook (it's pinned to our FB page)
- Provide information on Face Equality to members and other stakeholders
- Hold a Face Equality Day event

We very much hope that you will want to join the Face Equality movement and join with us on Face Equality Day.

For more information, please contact Henrietta Spalding, Head of Advocacy on [henrietta.spalding@changingfaces.org.uk](mailto:henrietta.spalding@changingfaces.org.uk) or 07788 312 671.