



Why I Relay Wednesday is a brand-new nationwide initiative to raise awareness about Relay For Life through social media posts on Facebook, Instagram, Twitter, and any other social media platforms you use!

The purpose of Why I Relay Wednesday is to have every single Relayer across the nation post a picture with a caption of why they Relay! Through these social media posts, everyone we are connected to on all of our social media sites will be able to not only see that you're participating in Relay For Life, but will also know why the cause is important to you!

The picture and caption can be of anything, including:

- A picture of their loved one affected by cancer explaining why you Relay for them.
- A picture of yourself in Relay gear explaining why you got involved with Relay.
- A picture of a cancer-related statistic, explaining why this statistic is relevant to everyone.
- A ribbon attributed to the cancer of the month, explaining why this cancer is significant.
- Or really anything else that is Relay/ACS/Cancer related!

At the end of the caption, add the hashtag #WhyIRelayWednesday, that way, all of the Why I Relay Wednesday posts can be found together under the same common hashtag throughout the internet!

Don't forget to add your fundraising link to each #WhyIRelayWednesday post! You never know who's going to end up donating to your personal page while you raise awareness on a weekly basis!