



4/24

#SOBER424

# EVENT KIT

THE 424 MOVEMENT

CONTACT

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# HOW TO GET INVOLVED

## HOST YOUR OWN 424 EVENT

Here's the opportunity to create and host your own events on April 24th to celebrate sobriety and empower others in your community. Whether you're a brand, organization, venue, or individual, hosting your own event allows you to showcase your commitment to wellness, empowerment, and joy. ***Here's how you can create your own 424 event:***

**Choose Your Event Format:** Decide what type of event you want to host. It could be a virtual gathering, a community event, a wellness workshop, a panel discussion, or any other format that aligns with your brand and audience.

**Select Your Theme:** Choose a theme for your event that reflects the values of the 424 Movement. Themes could include sobriety celebration, wellness and self-care, empowerment, community support, and more.

**Plan Your Activities:** Plan activities, workshops, or discussions that will engage and inspire your audience. Consider incorporating elements such as guest speakers, live music, wellness activities, interactive sessions, and networking opportunities.

**Promote Your Event:** We will add your 424 event to our website which will act like a hub for 424 events around the world. We also ask that you utilize your marketing channels to promote your event and generate excitement. Spread the word through social media, email newsletters, press releases, and partnerships with local organizations or influencers. Don't forget to use the official hashtags #sober424 and #424Movement to join the conversation.

**Resources and Support:** You'll have access to resources, support, and promotional materials to help make your event a success. From event planning guides to promotional graphics, we're here to support you every step of the way.

**Engage Your Audience:** Encourage participation and engagement from your audience before, during, and after the event. Create opportunities for attendees to share their experiences, connect with one another, and take action towards positive change.

**Share Your Success:** After your event, share your success stories, photos, and highlights with the 424 Movement community. Celebrate the impact you've made and inspire others to get involved in celebrating sobriety.

By hosting your own 424 event, you have the opportunity to make a meaningful impact in your community and contribute to the global movement of celebrating sobriety. We're excited to support you in creating an event that reflects your passion, values, and commitment to making a difference.

# 24 EVENT IDEAS FOR 4/24

**Sobriety Symposium:** Host a day-long symposium featuring keynote speakers, workshops, and panel discussions on topics related to sobriety, wellness, and personal growth.

**Virtual Wellness Fair:** Organize a virtual wellness fair with booths featuring wellness practitioners, coaches, and vendors offering products and services to support sobriety and well-being.

**Sobriety Film Festival:** Host a film festival showcasing documentaries, short films, and feature films that explore themes of sobriety, recovery, and resilience.

**Community Clean-Up Day:** Coordinate a community clean-up day where participants come together to beautify a local park, beach, or neighborhood while connecting with others in the sober community.

**Family Fun Day:** Plan a family-friendly event with games, activities, and entertainment for people of all ages to enjoy together in a sober and supportive environment.

**Sobriety Poetry Slam:** Host a poetry slam featuring spoken word performances by individuals sharing their experiences, reflections, and emotions related to sobriety and recovery.

**Sobriety Art Exhibition:** Curate an art exhibition showcasing works by artists who are sober or explore themes of sobriety, mental health, and self-expression.

**Mental Health Workshop Series:** Offer a series of workshops focused on mental health and well-being, covering topics such as stress management, mindfulness, and building resilience.

**Sobriety Book Club Marathon:** Host a marathon-style book club event where participants read and discuss books related to sobriety, recovery, and personal growth over the course of a day or weekend.

**Fashion Show:** Organize a fashion show featuring clothing and accessories designed by individuals in the sober community or brands that support the sobriety movement.

**Virtual Cooking Competition:** Challenge participants to create and share alcohol-free recipes in a virtual cooking competition judged by a panel of culinary experts.

**Storytelling Workshop:** Facilitate a storytelling workshop where participants learn techniques for crafting and sharing their personal stories of sobriety and transformation.

**Outdoor Adventure Retreat:** Plan a weekend retreat focused on outdoor activities such as hiking, camping, and nature walks, providing opportunities for participants to connect with nature and each other.

**Sober Comedy Night:** Host a comedy night featuring stand-up comedians who share their humorous perspectives on sobriety, recovery, and everyday life.

**Virtual Vision Board Party:** Organize a virtual vision board party where participants create vision boards to visualize their goals, dreams, and aspirations for a sober and fulfilling life.

**Music Festival:** Coordinate a music festival featuring live performances by bands and musicians who support the sobriety movement and share positive messages through their music.

**Mindful Movement Workshop:** Offer a workshop series focused on mindful movement practices such as yoga, tai chi, and qigong, promoting physical health and emotional well-being.

**Documentary Screening:** Host a screening of documentaries that explore themes of sobriety, recovery, and resilience, followed by a discussion with filmmakers and experts in the field.

**Community Potluck Dinner:** Organize a community potluck dinner where participants bring and share their favourite alcohol-free dishes while enjoying good food and conversation.

**Sobriety Speaker Series:** Invite guest speakers to share their stories of sobriety, resilience, and personal growth in inspirational talks and presentations.

**Virtual Sobriety Trivia Night:** Host a virtual trivia night with sobriety-themed trivia questions, offering prizes and bragging rights to the winners.

**Art Therapy Workshop Series:** Offer art therapy workshops where participants explore their creativity and express themselves through various art mediums.

**Community Picnic:** Plan a community picnic in a local park or outdoor space, providing an opportunity for participants to connect, relax, and enjoy the outdoors together.

**Gratitude Circle:** Facilitate a gratitude circle where participants gather to share what they're grateful for in their sobriety journey, fostering a sense of connection and positivity within the community.

# HELP US SPEAD THE WORD

## GET SOCIAL

**Instagram:** [instagram.com/sober4.24](https://www.instagram.com/sober4.24)

**TikTok:** [tiktok.com/@sober4.24](https://www.tiktok.com/@sober4.24)

**Facebook:** [facebook.com/sober424](https://www.facebook.com/sober424)

**Hashtags:** [#sober424](#) [#for24movement](#) [#424movement](#)

Here are some scripts to use to help get the word out about this movement! Feel free to use these or you're welcome to create your own. Tag us at @sober4.24 on Instagram and TikTok and use the hashtag #sober424

"Hey, I'm \_\_\_\_\_ and on April 24th, I'm celebrating sobriety by \_\_\_\_\_! Join me and have a booze-free blast on April 24th and use the #sober424!"

"Hi, I'm \_\_\_\_\_ and I'm proud to be part of the 424 movement! This April 24th, I'm staying sober and diving into one of the incredible events happening worldwide in support of the sober community. Together, let's show the world that sober is fun!"

"Hey there, I'm \_\_\_\_\_ and I'm all in for supporting sobriety! On April 24th, I'm ditching the booze and having an absolute blast, all in support of someone special who's on their sober journey. Join me by celebrating sober on April 24th and using the hashtag #sober424!"

## JOIN OUR TEAM

The 424 Movement is more than just a movement – it's a community of passionate individuals committed to celebrating sobriety, promoting wellness, and empowering others to live their best lives. Whether you're a social media guru, an event planning extraordinaire, or a creative powerhouse, there's a place for you on our team.

## LOGOS + SHARABLES



# KEY DATES

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01

We are kicking off this campaign with the Launch of our new website and announcing our live event + panels. We need your help to spread the word, share posts, make reels or post blogs about 424's new hub.

**WEBSITE LAUNCH**

**MARCH 1ST**

02

We will start featuring our panelists, speakers, event hosts and begin sharing videos from the 424 community promoting the events. This is when we want to light up the web with fun in sobriety using the hashtag #sober424

**SPEAKERS ANNOUNCED**

**MARCH 2ND - APRIL 1ST**

03

Everyday in April we are going live with a different brand, influencer, community, advocate, podcaster, author or speaker who is aligned with our mission and wanting to help us spread the word.

**LET'S GO LIVE**

**APRIL 1ST - 30TH**

04

The day we've been waiting for is finally here! Get ready to join us for an epic Sobriety Live-A-Thon happening all day long. Whether you're hosting your own event or tuning in online, we're excited to celebrate sobriety with you. Our dream is to see 424 events happening all over the world on or around April 24th. The more events, the merrier! So, if you're passionate about sobriety and want to spread the joy, now's your chance to get involved.

**424 IS HERE!**

**APRIL 24TH**