



Girl Guides
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Through the Light of a Thousand Candles:

Shine a Light on Mental Health are symbolic candle lighting events happening across the country. Can't make it to your provincial or regional Shine a Light on Mental Health event but still want to participate in the launch? Here are a few event considerations to help you host and run your own.

Set a Date

Let's make this a national event. If you cannot attend an event on January 21st, choose a date that's close to it.

Get the Word Out

There are a number of ways you can let people know about your event. You can post your event on the provincial website, create a Facebook event page, reach out to other units and Guiders via e-mail, and/or get in touch with the local media (if it's a public event). We recommend using a combination of these options for optimal communication. A PR toolkit is available for everyone in Member Zone.

Make it Shine

When you're choosing candles, remember to think about safety first. Also take into consideration where you're having your event. For example, parks and other public outdoor spaces may require you to have a permit. Alternatively, you can use battery powered tea lights.

Who Can Add Support?

See if you can find some special guests such as local figures to speak at your event. This will give attendees more insight into the importance of having positive mental health as well as add some local flavour. You can also see if any girls would like to share their stories if they are comfortable doing so.

Keep the Shine Alive

After your event, share your photos on social media using the #MightyMindsGGC hashtag, post to your provincial website, and send to the local media. You can also check out and share photos from other events across the country on social media.

We hope these event considerations are helpful to you in your planning process. If you have any additional questions, feel free to reach out to Evelyn Ly, Marketing & Public Relations Coordinator at lye@girlguides.ca.

Happy planning!

Girl Greatness Starts Here

