



# Life;Story 5K/10K Social Media Toolkit

Participants 2024



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There's more to  
your life; there's  
more to your story



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# Life;Story

Saturday, September 28, 2024

Sarasota, Florida

# Key Information

- **5K/10K** Walk or Run
- **Supports** suicide awareness and prevention
- **In-person or virtual options** – prices are the same for both
- The Life;Story name includes a **semicolon** to represent that there is more to come, unlike a period indicating the end. No matter how depression, anxiety or suicide has touched your life, there is more to come.
- Life;Story **proceeds** provide mental health and addictions services at Centerstone for people who have little or no resources.
- Your **registration and/or donations** will help provide mental health and addiction services at Centerstone for people with little or no resources.



# Branded Elements

- **Official Tagline:** There's more to your life; there's more to your story
- **Branded Official Hashtag:** #CenterstoneLifeStory
- **Hashtag banks:**
  - **5K Runners:** #LifeStory5K #5Krun #5Krunner #5Krunning #runningforacause #suicideprevention
  - **10 Runners:** #LifeStory10K #10Krun #10Krunner #10Krunning #runningforacause #suicideprevention
  - **Virtual Runners:** #virtualrun #virtualrace #runningforacause #suicideprevention

\*Only use 4-6 hashtags per post

\*Punctuation marks, including the semicolon, will not work on hashtags

# Tag us!

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## Centerstone Handles

- **LinkedIn:** @Centerstone
- **Twitter:** @Centerstone
- **Facebook:** @Centerstone.org
- **Instagram:** @centerstonehealth

## Registration Link

- [centerstonelifestory.org](https://centerstonelifestory.org)



# Video Prompt Ideas

- What is Centerstone's Life;Story 5K Walk/Run?
- Why is this important / why are you participating?
- How does Centerstone's Life;Story 5K help the community?
- Why do you run Life;Story?
- What was your experience like last year?
- Explain the name of your team.
- Why is Life;Story important to you?
- Why should we participate?
- Etc.



# How to post about the run

1. Select a **graphic** from the six options below.
2. Select a **sample copy** as a caption – edit them as you like!
3. Select your **hashtags** (only 4-6)
4. Post and **tag us** on Instagram/Facebook/LinkedIn/Twitter (whichever platform you're on!)





# Graphic Options



# Graphic Options

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I'm running the  
**Life;Story**  
**5K / 10K**

Join me **virtually** or **in person!**

  
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# About the Race

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## Sample 1

Every step counts in the journey to prevent suicide.

Life;Story proceeds provide mental health and addictions services at Centerstone for people who have little or no resources.

Join us at the Life;Story 5K/10K Run/Walk and let's make strides together towards a brighter tomorrow.

Register now: [centerstonelifestory.org](https://centerstonelifestory.org)

## Sample 2

Run, walk, or simply spread the message - your participation matters. Together, we can break the silence and save lives. Join us for the Life;Story 5K in Sarasota, Florida!

Life;Story is Centerstone's annual event to join together in promoting community awareness and uniting in our desire to support people impacted by suicide and thoughts of suicide.

Life;Story proceeds provide mental health and addictions services at Centerstone for people who have little or no resources.

Register here: [centerstonelifestory.org](https://centerstonelifestory.org)



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# Supporting Suicide Awareness Posts

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## Sample 1

Join me for Centerstone's Life;Story 5K/10K in Sarasota, Florida to support suicide awareness and prevention.

The Life;Story name includes a semicolon to represent that there is more to come, unlike a period indicating the end. No matter how depression, anxiety or suicide has touched your life, there is more to come.

There is more to your Life; there is more to your Story.

Register here: [centerstonelifestory.org](https://centerstonelifestory.org)

## Sample 2

I'm running at Centerstone's Life;Story 5K/10K for Suicide Prevention in September!

Life;Story is Centerstone's annual event to join together in promoting community awareness and uniting in our desire to support people impacted by suicide and thoughts of suicide.

Life;Story proceeds provide mental health and addictions services at Centerstone for people who have little or no resources.

Register here: [centerstonelifestory.org](https://centerstonelifestory.org)



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# Own Team Sample Posts

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## Sample 1

Join my team for Centerstone's Life;Story 5K/10K in Sarasota, Florida to help support suicide awareness and prevention!

By participating in this walk (virtually or in person!), you're helping spread the message that every life is valued and suicide may be prevented.

Learn more about the run:  
[centerstonelifestory.org](https://centerstonelifestory.org)

## Sample 2

There's more to your life; there's more to your story. Join me at the Centerstone Life;Story 5K/10K to support suicide awareness and prevention.

Run or walk with us to spread the message that every life is valued and suicide may be prevented.

Message me to join my team!



# About the Run Posts

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## Sample 1

Run with me! I'm participating in Centerstone's Life;Story 5K/10K for Suicide Prevention on September 28th!

The 5/10KK Run and Walk follows a scenic route around the lake and back.

Proceeds provide mental health and addictions services at Centerstone.

Register here: [centerstonelifestory.org](https://centerstonelifestory.org)

## Sample 2

Let's run! Join me for Centerstone's Life;Story 5K/10K in Sarasota, Florida to support suicide awareness and prevention.

Proceeds provide mental health and addictions services at Centerstone.

Register here: [centerstonelifestory.org](https://centerstonelifestory.org)



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# Military and First Responders Posts

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## Sample 1

The suicide rate for veterans is 52.3% greater than for non-veteran U.S. adults. I'm joining the effort to raise awareness for suicide prevention by participating in Centerstone's Life;Story 5K/10K Run and Walk in Sarasota, Florida.

Veterans, active military personnel, and first responders can receive a \$5 discount with the Promo Code: "1STRESPONSE5"

Register today at [centerstonelifestory.org](https://centerstonelifestory.org)

## Sample 2

First responders are more likely to die by suicide than in the line of duty. Which is why I'm participating in Centerstone's Life;Story 5K/10K Run and Walk in Sarasota, Florida to help raise awareness for suicide prevention.

First responders, veterans, and active military personnel can receive a \$5 discount with the Promo Code: "1STRESPONSE5"

Learn more at [centerstonelifestory.org](https://centerstonelifestory.org)





# Sponsor Sample Posts

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## Sample 1

We're sponsoring Centerstone's Life;Story 2024 Run and Walk for Suicide Prevention in Sarasota, Florida!

All proceeds raised directly support mental health and addiction services at Centerstone for individuals with little or no resources.

Register today at [centerstonelifestory.org](https://centerstonelifestory.org)

## Sample 2

**[Insert Business Name]** is proud to sponsor Centerstone's Life;Story 2024 Run and Walk for Suicide Prevention in Sarasota, Florida! Come see us at our booth at the Health and Wellness Expo on September 28<sup>th</sup>.

All proceeds raised directly support mental health and addiction services at Centerstone for individuals with little or no resources.

Learn more at [centerstonelifestory.org](https://centerstonelifestory.org)



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# Virtual Option Posts

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## Sample 1

Interested in running with us, but can't make it in person? Join us VIRTUALLY!

The price is the same! Your donation will help provide mental health and addiction services at Centerstone for people with little or no resources.

Register here: [centerstonelifestory.org](https://centerstonelifestory.org)

## Sample 2

Join me in participating for Centerstone's Life;Story 5K/10K for Suicide Prevention virtually! The runs take place in Illinois and Florida, but with the virtual option, you can run from wherever you are – the pricing is the same!

This run supports suicide awareness and prevention and proceeds will provide mental health and addiction services at Centerstone.

Register for the virtual option at [centerstonelifestory.org](https://centerstonelifestory.org)



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# Centerstone at a glance

## Care In FY 2022

### People Served:

**107,406** total

32,000+ children

75,000+ adults

### Staff:

**3,080** clinical and administrative staff

plus a nationwide network of contracted behavioral health providers.

### Services Provided:

**2,189,937** total

### Total Revenue:

**\$305,725,431**

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## Centerstone in the Community

**170+** Locations

**1** Inpatient Behavioral Hospital

**750+** Schools



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