

#RARENESSAWARENESS

LET YOUR
COLOURS
SHINE!



**YOU ARE BOLD.
YOU ARE BRIGHT.
YOU ARE RARE.**

Thank you for taking the first step in creating much needed #RarenessAwareness for the #lin15 South Africans afflicted by a rare disease.

**WHEN TO ADD
YOUR VOICE** →





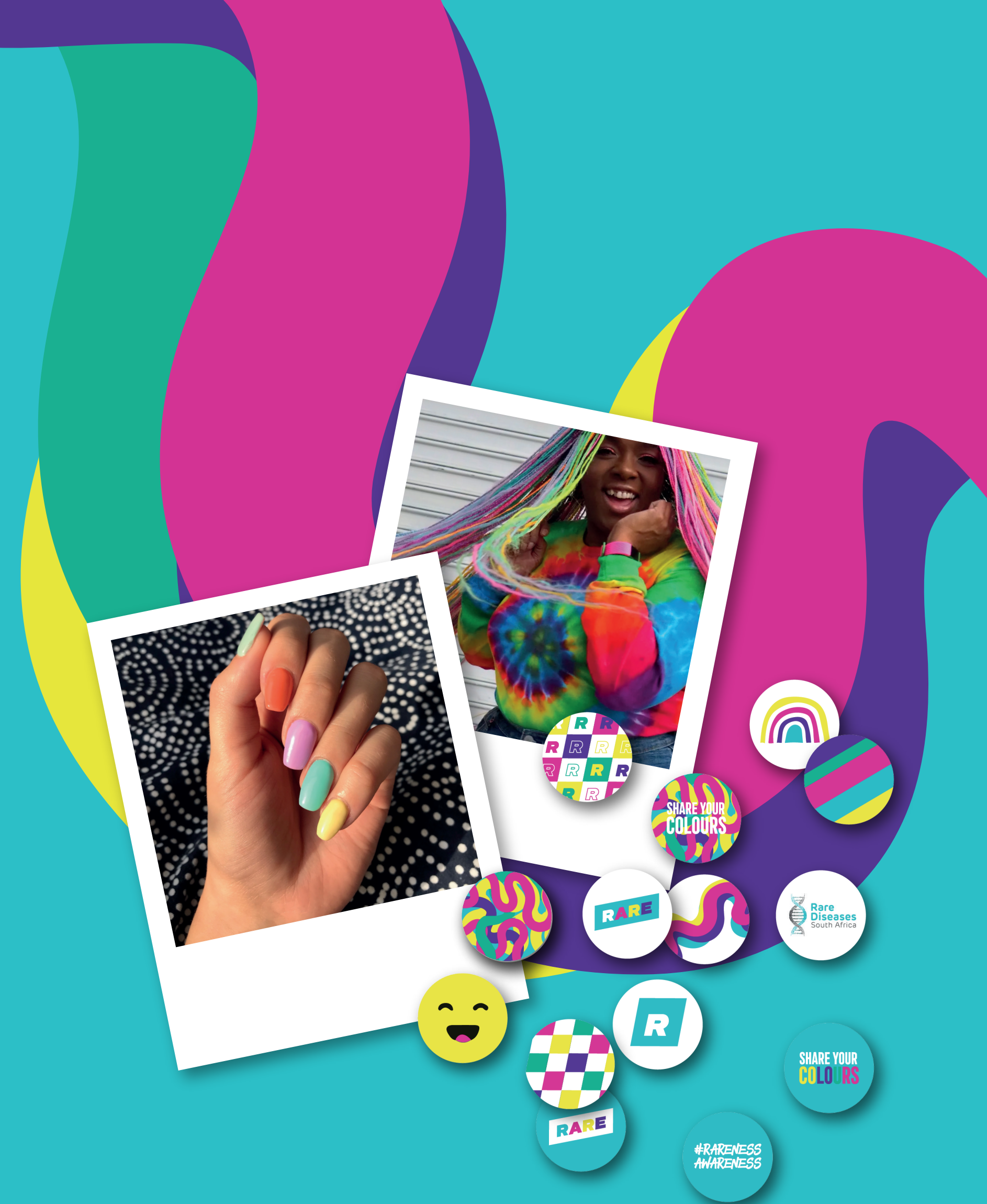
WHEN

Rare Disease Day takes place on the Tuesday 28th of February but we are asking you to **#ShareYourColours** for the entire month of Feb to create as much **#RarenessAwareness** as possible.

**WHERE TO ADD →
YOUR VOICE**

WHERE

Your home, office or virtually. The options of where you can #ShareYourColors are only limited by your imagination.



HOW TO ADD
YOUR VOICE →

HOW

STEP 1

Download your toolkit from our website

STEP 2

Do ANY of the following:

- On 1 February 2023 change your social media profile pic and cover image
- Share your story on our blog. Submit it **here**.
- Take part in our 28 day Instagram Challenge (remember to tag us) or use the Tweet Sheet to create **#RarenessAwareness** every day
- Put up posters wherever there is a wall
- Place our web banner on your website and link it to www.rareaware.africa
- Include our digital flyer in your newsletter
- Add a Rare Aware strip to your email signature
- Find an empty bottle, print out the sticker artwork, place at reception and sell stickers for R10
- Change your screensaver, desktop or Zoom/Teams background
- Declare the 28th of February 2023 **#ShareYourColours** day and encourage your employees to buy a sticker and wear their jeans and Rare Aware T-shirt or your favourite colour T-shirt
- Join others from around the world and light up your home on the 28th of February 2023

STEP 3

Follow us on our socials **Facebook** @rareawareza **Instagram** @rare_aware **Twitter** @rare_aware



PURCH YOUR
MERCH →

RARE MERCH



UNISEX T – R150

Available in:
S, M, L, XL, 2XL, 3XL, 4XL, 5XL



STICKERS–R50

x 10 stickers per pack
25mm x 25mm



TOTE BAG–R85

Printed (one side) tote bag



SCRUNCHIES–R35

Rainbow or Rare Blue



STARTER PACK–R250

Pack includes:
Unisex T, Tote Bag + Stickers

GET IN TOUCH →

STILL NOT SURE?

GET IN TOUCH

Telephone	+27 10 594 3844
Hotline	072 476 7552
Email	rdd@rarediseases.co.za

FOLLOW US ON THE SOCIALS

Facebook	@rareawareza
Instagram	@rare_aware
Twitter	@rare_aware



THANK YOU

WE CAN'T WAIT TO SEE YOU IN ACTION!



FIND US ONLINE
WWW.RAREWARE.AFRICA