



A grassroots project to show public support for rescuing the 220 hostages from 40 nations who were kidnapped by Hamas on October 7, 2023. How? By tying blue ribbons on trees & posting pictures to social media with one hashtag: **#BringThemHome.**

- **GET RIBBON**

- **FREE** from your org or the JCC now through Sun 10/ 29 while supplies last.
- Or buy your own: Wide is best for maximum visual impact, else narrow for wrapping a few times.
- 5' to 20' of ribbon per tree will be needed depending on trunk size.

- **WRAP a tree(s) in front of your house.**

- Close to the street is best!
- If no tree, then use a lamp post or something visible from the street on *your* property.
- If the ribbon is too short, tie two ribbons together to make a longer length.

- **DON'T put ribbons on public property.**

- Town trees, telephone polls, street signs, etc. are not owned by you and ribbons may be removed.

- **TAKE A PHOTO.**

- Feature the tree and ribbon prominently. Include yourself in the picture!

- **POST ON SOCIAL MEDIA with one hashtag only: #BringThemHome.**

- (The hashtag above is trending 40x more than #BringThemHomeNow.)
- Other hashtags and signage diffuse the message. **Don't use them.**
- Stay focused on the hostages. **#BringThemHome** has universal appeal.

- **REPEAT with friends and neighbors who share your interest.**

- Go to your friends' homes, bring ribbon & scissors, and ask to do it with them.
- The best homes are on busy streets for maximum visibility, but any home is good.
- The goal is the maximum number of houses (trees), as quickly as possible.
- Take the picture with their phone and have them post on social media with #BringThemHome.

- **DO IT TOGETHER with family or friends!**

This project is grassroots.

It starts at home, then person-to-person. It's easy to participate, for all ages. Acting feels good. Let's do good *together*. **Do it by Sunday!**



www.blueribbons.life