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