



We are supporting
#GlobalShadingDay

globalshadingday.com



How to get involved



What is Global Shading Day?

Global Shading Day is an international event to highlight the positive benefits of shading products to reduce energy use, enhance comfort and create climate-resilient buildings.

What you can do

- Post about the benefits of shading across your social media using the free graphics and wording which can be downloaded from the link below.
- Take a photo of yourself with this Global Shading Day pledge card and post across your social media channels on Global Shading Day.
- Upload a blog to your website on why you're supporting Global Shading Day. Download a template from the link below.
- Send your local newspaper a press release about Global Shading Day and why you're supporting it. A pre-written press release can be downloaded from the link below.
- Remember to use the hashtag #globalshadingday to get the day trending across social media.

Throughout the week of Global Shading Day we'll be celebrating the benefits of shading products with a theme on each day. Make sure you get involved!

Monday, March	17	Shading for heat retention in winter
Tuesday, March	18	Shading to manage light and glare
Wednesday, March	19	Shading for saving energy
Thursday, March	20	Shading for staying cooler
Friday, March	21	<u>Global Shading Day</u>
Saturday, March	22	Shading for health and wellbeing



Visit www.bbsa.org.uk/bbsa-member-trade/resources/ to download free marketing materials or scan the QR code

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