

BLUETM MONDAY MEN'S HEALTH

CAMPUS MARTIUS DETROIT

Monday, June 12, 2017
#BlueMondayMensHealth

MIU Men's Health Foundation
www.BlueMondayMensHealth.org

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Blue Monday Description

To expand awareness for men's health, MIU Men's Health Foundation has designated the Monday of Men's Health Week each year as Blue Monday. This year, Blue Monday will fall on Monday, June 12, 2017 and take place at Campus Martius in Detroit!

Blue Monday at Campus Martius will be held from 11 AM to 2 PM where attendees can enjoy live music, fun games such as giant Operation, participate in a workout class, and receive information from our partners and sponsors promoting a healthy lifestyle!

Blue Monday is a day to promote and kick-off Men's Health Week, promote men's health engagement, education and advocacy and demonstrate a dedicated interest in the men's health movement.

As part of Blue Monday, men, women and children who wish to support the men in their lives are asked to dress in blue, and men are encouraged to plan exercise or a healthful activity as part of that day. Businesses, corporations and community organizations are asked to embrace Blue Monday as part of a healthy work culture, joining employees together to support the cause.

2016 Blue Monday Media Coverage:



Protect Those Who Protect Us

This year we choose to honor and support the men of the “Red, White, and Blue” - our First Responders of the Fire, EMS, and Police. We will share stories and healthful information to enhance a greater understanding and appreciation of who our First Responders are and the risks they take protect and serve us. Their personal health challenges and risks are much greater than many of us appreciate; cancers, mental health, and even death.

First Responders, and firefighters in particular are at a significantly increased risk of cancer due to exposure to toxins and contaminants in the line of duty. **Firefighters are two times more likely to develop testicular cancer and significantly more likely to develop prostate, lung and bladder cancer than average Americans.**

As a way for communities to support our men of the “Red, White, and Blue”, we will have a fund created within our foundation designated for the education and support for these men and their families.

Please join us this June during Men’s Health Month to support the men of our community, particularly those First Responders that so desperately need our compassion and respect. It is time for us to protect those that give of their lives to protect us.



Get Involved

Wear Blue

- ▶ Show others that you are supporting men's health and Blue Monday by wearing blue on Monday, June 12! Whether it's a blue shirt, blue pants, blue shoes or blue socks, you can get creative with how you represent Blue Monday. Encourage friends, family and coworkers to get involved as well! **Ask your whole office to show their support of men's health and wear blue!** Don't have anything blue to wear? Get your own official Blue Monday t-shirt here: www.BlueMondayMensHealth.org!

Social Media

- ▶ When you participate in Blue Monday, we want to know about it! Snap a picture of your blue clothes or your healthy activity, or you can make a video explaining why you are participating. Share your picture or video to our Facebook page, or tag us on Twitter or Instagram using **#BlueMondayMensHealth!** We will be watching what you post, and we will share some of our favorite pictures and videos!

Donate

- ▶ Give back to the community and donate to your favorite men's health charity. We ask that our partners and supporters consider donating to MIU Men's Health Foundation where a portion of the funds raised will be dedicated to a fund to support the health and wellness of our First Responders.

Health Activity

- ▶ Since the objective of Blue Monday is to promote men's health awareness, we ask that men take part in some sort of healthy activity on Blue Monday and continue that activity throughout the year to improve their health! You could organize a health group activity, like a walk or a bike ride with coworkers to celebrate Blue Monday and men's health.

Follow

#BlueMondayMensHealth

BLUE MONDAY

- ▶ Check out our website to learn more about Blue Monday:
www.BlueMondayMensHealth.org
- ▶ Follow and share your Blue Monday activities using #BlueMondayMensHealth

▶ Like and Follow us on Social Media:

-  ▶ Twitter: @miumenshealth
-  ▶ www.Facebook.com/BlueMondayMensHealth
-  ▶ Instagram: @miumenshealthfoundation

- ▶ Update your profile picture with the Blue Monday Twibbon to show your support

<http://twibbon.com/Support/blue-monday-2>



Press Release

FOR IMMEDIATE RELEASE

Contact:

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE] [EMAIL]

[INSERT ORGANIZATION NAME] is 'Turning Blue' to Support Men's Health Awareness on Blue Monday

[INSERT LOCATION] [INSERT DATE] – In support of #BlueMondayMensHealth, [INSERT ORGANIZATION NAME] will be “turning blue” to expand awareness for men's health. Launched by the MIU Men's Health Foundation, the Monday of Men's Health Week each year has been labeled as Blue Monday. This year, Blue Monday will fall on Monday, June 12, 2017.

As part of Blue Monday, men, women and children who wish to support the men in their lives are asked to dress in blue, and men are encouraged to plan exercise or a healthful activity to be a part of that day. Businesses, corporations and community organizations are asked to embrace Blue Monday as part of their culture, joining employees together to support the cause.

[INSERT ORGANIZATION NAME] employees will [DETAIL HOW ORGANIZATION WILL PARTICIPATE IN BLUE MONDAY].

["INSERT QUOTE FROM ORGANIZATION'S SPOKESPERSON OR LEADERSHIP INDICATING WHY BLUE MONDAY IS A PRIORITY."] said [NAME, TITLE]

Blue Monday is a day to promote and kick-off Men's Health Week – June 12 to June 18, 2017 – to promote men's health engagement, education and advocacy and demonstrate a dedicated interest in the men's health movement.

As a 501(c)(3) non-profit organization, MIU Men's Health Foundation is dedicated to men's health advocacy and the awareness, education, research and treatment of prostate cancer and men's health related issues.

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About [INSERT ORGANIZATION NAME]
[INSERT ORGANIZATION BOILER PLATE]

About Blue Monday

Blue Monday was created by MIU Men's Health Foundation to increase awareness for men's health and get more men and families involved in the process. For more information on Blue Monday, please visit www.BlueMondayMensHealth.org

State Proclamation

- ▶ Blue Monday received a state proclamation in Michigan and a Congressional Proclamation!
- ▶ Share the below text with your state officials to create a state proclamation in your state! Please email info@MIUmenshealthfoundation.org for additional supporting documents.
- ▶ For contact information for state representatives, listed by state, <http://www.house.gov/representatives/>

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With statewide support for men's health, together, we can create the opportunity for **(STATE)** to lead the nation in prioritizing men's health to develop a cultural shift of men choosing to know about their health and fighting to protect it.

BLUE MONDAY

Blue Monday Photos

Be Inspired! Check out more photos on facebook.com/BlueMondayMensHealth

