

brain tumour IRELAND

Wear a Hat Day Campaign Pack

28th March 2024



Registered Charity Number: 20102128 / CHY Number: 20506

What is Wear a Hat Day?



Wear a Hat Day originally began with **Brain Tumour Research UK** as an annual event raising money to bring hope to brain tumour patients and their families.

This March, as **Brain Tumour Awareness Month** comes to a close, we are asking people from all walks of life to put on their favourite hat, be it at work or while with friends and family. Maybe you will even hold your own hat-themed event, a coffee morning or a fun run/ walk. Our ask is for you to share a selfie, wearing a hat, on your social media, and tag us in the selfie to help raise awareness of brain tumours.

You can text **BTI** to **50300** to donate **€4** to Brain Tumour Ireland to help us spread awareness, provide support and fund much needed research for brain tumours, which kill more children and adults under the age of 40 than any other cancer.

This year, Irish designer [Rashhiid](#) has kindly donated a hat to the **winner** of our **Wear a Hat Day** selfie competition!

This campaign is about spreading the awareness around **Brain Tumours**, and how we as a charity organisation can and do help those affected.

Our campaign pack includes promotional materials and some suggestions about how you can get involved. Please use the hashtags **#WearAHatDay2024** **#WearAHatDay** **#CrownYourCeann**

Key Messages

The following messages are ultimately what drives the **Wear a Hat Day** campaign. Please use them for any communications you may be planning in support of **Brain Tumour Ireland** ahead of or on the day.

Awareness	Spreading awareness of our charity and the services we provide.
Support	We provide a number of support services for those affected by a diagnosis of a brain tumour - patients, family members and parents.
Research	We fund a number of research projects that are in progress.
Community	Connecting our community so no one feels alone.

Promotional Materials | Social Media



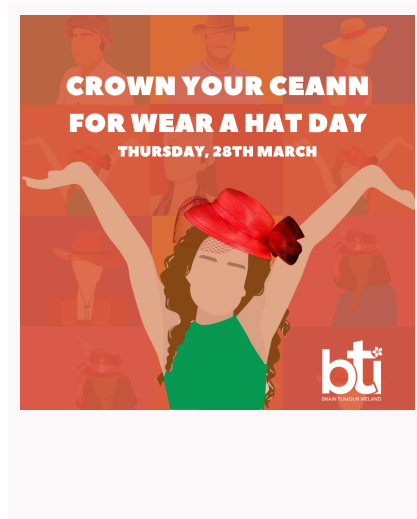
#WearAHatDay2024 is on **28th March** and I will be sharing a selfie in support of **Brain Tumour Ireland!**

How you can support:

Put on your favourite hat

Text BTI to **50300** to donate **€4** to **Brain Tumour Ireland**

Post a selfie of you wearing your hat on your social platforms tagging Brain Tumour Ireland and Rashhiiid and you will be in with a chance to WIN a hat by Rashhiiid! **#CrownYourCeann #WearAHatDay**



I am sharing a selfie in support of **Brain Tumour Ireland's #WearAHatDay2024** on **28th March!**

How you can support:

Put on your favourite hat

Text BTI to **50300** to donate **€4** to **Brain Tumour Ireland**

Post a selfie of you wearing your hat on your social platforms tagging Brain Tumour Ireland and Rashhiiid and you will be in with a chance to WIN a hat by Rashhiiid! **#CrownYourCeann #WearAHatDay**

Promotional Materials | Posters

You can download our promotional materials on our website www.braintumourireland.com



How you can support Wear a Hat Day

Wear a Hat Day is a dedicated Social Media campaign that **Brain Tumour Ireland** are running on **Thursday, 28th March 2024**.



Tell people you know, including family, friends and your community, about the campaign.



Reach out to your colleagues/ networks with the details and a link to this webpage or share and/ or print off some of our promotional assets and share them amongst your colleagues.



Promotional materials can be downloaded from our website.

Helpful hashtags: **#WearAHatDay2024** **#WearAHatDay**
#CrownYourCeann **#BrainTumourIreland**

Our Social Media pages:

Facebook @braintumourireland | **Instagram** @brain_tumour_ireland

Linkedin @brain-tumour-ireland | **Twitter/ X** @braintumourire

Brain Tumour Ireland Contact Information

Please contact us if you would like more information about this campaign:

Email: **info@braintumourireland.com** or call **085 721 9000** (Monday to Thursday 9am - 5pm)

Check out our campaign webpage: **www.braintumourireland.com/wearahatday2024**