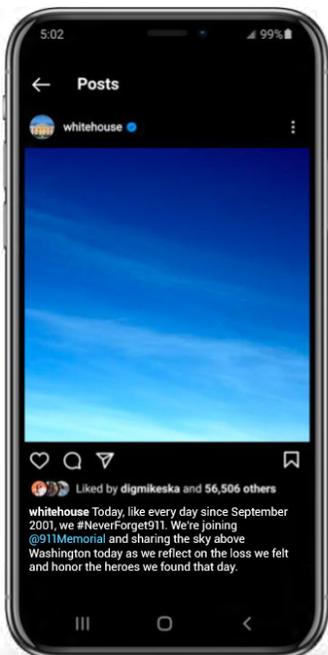


#NeverForget911

Commemorating the 20th Anniversary of 9/11: REMEMBER THE SKY DIGITAL ACTIVATION

On September 11, 2021, join the 9/11 Memorial & Museum as a social launch partner, remembering all those killed 20 years ago and honoring the brave first responders who ran toward danger to save others. For younger Americans, 9/11 wasn't a lived experience but history. Your partnership will expose a new generation to the lessons learned during and following 9/11 as — together — we fulfill our collective promise never to forget.

The Remember the Sky Digital Activation invites participants from wherever they are across the country to take part in active remembrance and recognize how we are all connected to one another underneath the same big sky. This activation is inspired by the clear blue sky that was present in New York City and across the country on 9/11, as well as by Spencer Finch's monumental art installation in the 9/11 Memorial Museum. His artwork, "Trying to Remember the Color of the Sky on That September Morning," is comprised of 2,983 watercolors — each a unique shade of blue — a tribute to the enormity of collective loss and the individuality of each of those who were taken from us far too soon. The Remember the Sky Digital Activation seeks to engage audiences in meaningful conversation, serving as a bridge between memory of that day and what can be experienced in-person by visiting the Museum and taking part in its educational programs.



As a social launch partner, you will have one key action: post a picture of the sky, along with a personal message and the [#NeverForget911](#) hashtag to Instagram on 9/11/2021.

Post a picture of the Sky:

On 9/11/2021, you will publish a post with:

- The hashtag [#NeverForget911](#) and tag [@911Memorial](#)
- An image of the sky where you are
- If possible, please add a personal note of what 9/11 means to you.
- Consider tagging other people/influential connections and encourage them to post on their own Instagram
- Mention the [NeverForget.org](#) URL in timeline post copy, or even better add the URL to your Instagram bio for the day. Make sure to add the URL as a swipe-up action in Stories (this will allow followers to experience the Remember the Sky Remembrance Wall, where they can submit a personal commemorative message).

- The sky color will depend on the weather in your area. Even if your sky is not blue, we still hope you share a photo. The spirit of this effort is one of active remembrance, regardless of the color of the sky that day. Even if yours isn't clear and blue, your participation and authentic reflections on the day are what's important.

There are **six moments of silence** that are observed on the morning of the 9/11 anniversary. We ask you avoid posting your picture during these moments:

8:46 AM ET	9:03 AM ET	9:37 AM ET
9:59 AM ET	10:03 AM ET	10:28 AM ET

- If possible, please try to post earlier in the day on September 11. This will help ensure the most people hear about the effort early and can also participate before the end of the day.

NEXT STEPS

On 9/1/2021, you will receive a formal social media toolkit from the 9/11 Memorial & Museum including final details for the activation. This social media toolkit will include a checklist, contact information and example posts you can use for inspiration.

On 9/9/2021, we will send a reminder for you to reach out to your network. We look forward to seeing your image of the sky on 9/11/2021.

**For questions or to confirm your participation in the Remember the Sky Digital Activation, please contact Joseph Abrams, jabrams@911memorial.org.
Thank you for your support!**