



Social Media Post Copy Samples

Day of Event

General Hope Air Day Message (Direction for use: Day of, any of the social media assets)

On Hope Air Day, June 6th, we come together to raise our voice around the issue of equitable access to healthcare by uniting Canadians, elected officials, corporations and key stakeholders, affirming Hope Air's essential role in the healthcare system.

For people living in rural, remote and under-served communities, unique barriers to access healthcare exist. Through Hope Air, patients in financial need are provided with free airline, hotel, meals and airport ground transportation - when travelling far from home. Since our founding, Hope Air has provided over 235,980 travel arrangements for patients living in over 550 diverse communities.

Learn more about how Hope Air is helping individuals and families overcome barriers of cost and distance when accessing care at hopeair.ca/hopeairday

#HopeAir #HopeAirDay

Awareness & Celebration (Direction for use: Day of, social media assets)

Today, we celebrate **Hope Air Day**, reinforcing Hope Air's vital role in ensuring every Canadian can access to healthcare, regardless of where they live. By providing free travel support, **@HopeAir** removes financial and distance barriers to healthcare.

Let's come together to spread awareness and make a difference!

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#HopeAir #HopeAirDay



Supporter Appreciation (Direction for use: Day of to show appreciation to Hope Air's community of supporters, social media assets)

Today, on **Hope Air Day**, we want to say a HUGE **thank you** to all the donors, volunteers, pilots, and supporters who make **@HopeAir**'s mission possible.

Because of you, thousands of Canadians can travel for medical care without worrying about the financial burden.

Together, we are helping patients focus on what matters most, their health. Get involved and support Hope Air Day at hopeair.ca/hopeairday

#HopeAir #HopeAirDay

Corporate/Partner Message (Direction for use: Day of post for partners and organizations to recognize Hope Air Day, social media assets)

We're proud to support **@HopeAir** in their mission to ensure that all Canadians have access to vital medical care, no matter where they live.

On **Hope Air Day**, we recognize the incredible impact of free medical travel and invite you to join us in celebrating this life-changing work.

Together, we can make a difference. Join the movement today!

Together, we are helping patients focus on what matters most, their health, join us at hopeair.ca/hopeairday

#HopeAir #HopeAirDay



Month Before Event

Impact Story (Direction for use: before event day/leading up to, include one of the patient stories to match the creative, creative: Hope Air Day social media assets)

Imagine having to travel thousands of kilometers just to see a doctor...For many Canadians in under-served communities, this is their reality. But thanks to **@HopeAir**, patients and families can focus on their health instead of worrying about travel costs.

On **Hope Air Day**, we recognize that all Canadians should have equitable access to health care and celebrate the thousands of patients that have travelled to medical care with support from municipalities, community leaders, volunteers, donors, corporate partners and foundations.

Learn more about how Hope Air is helping individuals and families overcome barriers of cost and distance when accessing care at hopeair.ca/hopeairday

#HopeAir #HopeAirDay

Ways to get involved (Direction of use: this post is intended to get people motivated to help, creative: Hope Air Day social assets)

Healthcare should never be out of reach.

@HopeAir provides free flights and accommodations so that patients can access medical care without the stress of travel costs. But they can't do it alone.

How can you help?

- ✓ Spread awareness by sharing this post
- ✓ Donate to fund more life-changing patient travel
- ✓ Start your own Hope Air fundraiser
- ✓ Share this message to help reach more people in need

Check out all the ways you can make a difference at hopeair.ca/hopeairday

#HopeAir #HopeAirDay