**Why we’re turning pink and blue this Baby Loss Awareness Week**

**Email/webpage:**

**We’re turning pink and blue in October – here’s why 💙** **🩷**

Baby Loss Awareness Week is coming up, 9-15 October, and October is Baby Loss Awareness Month – with the awareness pin colours being Pink and Blue.

Currently, every day in the UK, 13 babies die shortly before, during or soon after birth. At least 1 in 6 pregnancies end in miscarriage.

50% of people say they know someone who has been affected by pregnancy or baby loss, so it’s crucial that we do our part to raise awareness and break down the stigma that surrounds it.

**What are we doing?**

To show our support for our colleagues, [customers] and staff who have been affected by baby loss, we’re turning Pink and Blue by [event title]

[Details of event/fundraiser/plan of action].

We’ll be joining landmarks, workplaces and personal displays across the UK in taking part, and encourage you to join us.

**How can you get involved?**

You can get involved by attending/joining us for our [insert details here].

Alternatively, you may want to organise your own personal way of turning Pink and Blue, such as:

* Turn a building or landmark Pink and Blue – There is more information and resources to help you on [the Pink and Blue webpage](https://babyloss-awareness.org/pink-blue/)
* Wear Pink and Blue – [Buy a beautiful BLAW pin badge or charm](https://shop-babyloss-awareness.org.uk/en/products/merchandise)
* Turn your home Pink and Blue – [Tissue paper](https://shop-babyloss-awareness.org.uk/en/products/merchandise/baby-loss-awareness-week-tissue-paper-pack), [window clings](https://shop-babyloss-awareness.org.uk/en/products/merchandise/window-cling-small), candles are available to buy, with a [YouTube tutorial to help you](https://www.youtube.com/watch?v=62DUhvTRgqg&t=1s)
* Turn your social media profiles Pink and Blue – There are [profile picture and banners for you to download](https://babyloss-awareness.org/social-media/)
* Do It Yourself – Create art, bake cakes, dye your hair. Whatever your passion, turn it Pink and Blue!

Whatever you choose to do, it will make a huge difference to those affected by pregnancy loss. It can be an incredibly isolating experience, but by showing up together in support, we’re doing our part to make people feel less alone.

**Social (long)**

We’re turning pink and blue during October, in support of Baby Loss Awareness Week 💙 🩷

We’re raising awareness to tackle the stigma that surrounds baby and pregnancy loss.  Currently, every day in the UK, 13 babies die shortly before, during or soon after birth. At least 1 in 6 of pregnancies end in miscarriage.

So we’re speaking out about this to make sure no one is going through this alone.

Workplaces, landmarks and individuals across the UK are turning Pink and Blue, the colours of the baby loss awareness pin badge, in support of those affected by this heartbreaking experience.

[details about their specific activity/event/involvement]

Find out more about the week, and how you can get involved, here:

#BLAW #BabyLossAwarenessWeek

**Social (short)**

We’re turning Pink and Blue during October, in support of #BabyLossAwarenessWeek by [details here] 💙 🩷

50% of people say they know someone who has been affected by pregnancy or baby loss, so we’re getting involved to raise awareness, so no one has to go through this alone.

Find out more:

#BLAW