

# Meal Pack Social Media Tool Kit

Rekindling the Spirit of Unity,  
Service and Shared Humanity



INTERACTIVE

# Tool Kit Contents

I. Media Fact Sheet ..... 3

II. Social Post Examples - from Company ..... 5

III. Social Post Examples - from Individuals/Employees ..... 6

IV. Media Advisory Template ..... 7

V. Sample Press Release ..... 8

VI. Appendix ..... 9

## I. Media Fact Sheet

### Key Messages

- In 2002, a group of 9/11 leaders joined together to form the nonprofit “9/11 Day,” to transform the anniversary of the September 11, 2001 tragedy into a National Day of unity and doing good.
- The purpose of 9/11 Day is to annually rekindle the spirit of unity, service and shared humanity that arose in the U.S. and spread around the world following 9/11, and in doing so, create a permanent tribute to those lost and injured, and the many individuals who bravely rose in service.
- In 2009, the U.S. Congress and the President joined in supporting the 9/11 Day observance, formally recognizing and proclaiming September 11 a National Day of Service and Remembrance under bipartisan federal law.
- Today, 9/11 Day has grown to become the nation’s largest annual day of service. More than 30 million people participate each year by volunteering, supporting charities, and performing other good deeds in the spirit of national unity and peace.
- Visit [911day.org](https://911day.org) for more information, and a library of tools for individuals, families and organizations.

### About 9/11 Day

Six months after the September 11, 2001 tragedy, a group of 9/11 leaders, led by our co-founders [David Paine](#) and [Jay Winuk](#), joined together to form our nonprofit, 9/11 Day. 9/11 Day’s goal was to annually rekindle the spirit of unity, service and shared humanity that arose in the U.S. and spread around the world following 9/11, and in doing so, to create a permanent tribute to those lost and injured, and the many individuals who bravely rose in service.

Today, in great measure because of 9/11 Day’s efforts over the past 22 years, the anniversary of 9/11 has been transformed into the largest annual day of charitable service in the nation. More than 30 million Americans and countless organizations participate in the 9/11 Day observance in tribute, and a spirit of togetherness, dedicating time to helping others in need.

**Mission Statement:** To transform 9/11 from a day of tragedy into a day of doing good.

In 2009, the U.S. Congress and President Barack Obama joined together to formally recognize September 11 as a National Day of Service and Remembrance. The only other Day of Service established under federal law is Martin Luther King, Jr.’s birthday.

Each year, the 9/11 Day nonprofit works with its many partners to grow awareness of the 9/11 Day of Service and promote participation through a wide range of programs, in collaboration with the federal agency AmeriCorps.

These programs include organizing large scale “9/11 Day Meal Pack” signature projects in many cities around the nation; providing [free lesson plans](#) and classroom activities to tens of thousands of educators and parents to help them engage students in service in observance of 9/11 Day; partnerships with many national and community-based nonprofits to cultivate service projects in observance of 9/11 Day, and national [public service advertising](#) and communications programs to educate the general public about 9/11 Day and inspire their participation.

## The Glenn Winuk Story

David and Jay say that the idea of turning the 9/11 anniversary into a day of doing good was inspired by a number of factors: their desire to see that something positive would come from the loss of so many people in such a terrible way; and the extraordinary spirit of unity and kindness that briefly arose in the aftermath of the 9/11 attacks.

Beyond that, one of the most important was the loss of Jay Winuk’s brother Glenn Winuk, a partner at the law firm Holland & Knight, who had dedicated his life to service as a 20-year volunteer firefighter/ EMT with the Jericho Fire Department on Long Island. Glenn worked out of his law firm’s downtown Manhattan office located just two blocks from the World Trade Center. When the WTC towers were attacked on 9/11, Glenn assisted in evacuating the Holland & Knight law offices, then raced into the World Trade Center South Tower to join other heroic first responders in the rescue effort. Glenn was tragically killed in the line of duty along with many other first responders when the World Trade Center South Tower collapsed.

## II. Social Post Examples, From Company

### 1. LinkedIn / Facebook (General Announcement)

- We're proud to be participating in the 9/11 Day Meal Packs, joining thousands of volunteers across the country to pack millions of meals for those in need. It's our way of honoring the legacy of unity and service that arose from tragedy.
- #911Day #RememberTheGood #MealPacks #DayOfService #CorporateResponsibility #GiveBack

### 2. Instagram (With a photo of your team packing meals)

- Teamwork that truly feeds the soul. We're on the ground at the 9/11 Day Meal Pack, working together to fight hunger and honor the spirit of unity.
- #911Day #MealPacks #ServiceMatters #EmployeeEngagement #RememberTheGood @911Day

### 3. X/Twitter (Pre-event Hype)

- On 9/11, we're not taking a day off—we're stepping up. Our team is joining the #911Day Meal Pack to help fight hunger and honor a national day of service. Let's do this!
- #911Day #RememberTheGood #Service #GiveBack #MealPacks @911Day

### 4. Instagram Stories/LinkedIn Post (Post-Event Reflection)

- Thousands of meals packed.
- Dozens of hands helping.
- One powerful way to remember.
- Thank you to everyone who joined us at the 9/11 Day Meal Pack.
- #911Day #RememberTheGood #NeverForget #ServeOthers #TeamImpact

### 5. Facebook/LinkedIn (Encouraging Other Businesses)

- Want to build team spirit while making a real difference? Join the movement and be part of the [9/11 Day Meal Packs](https://911day.org/meal-packs). You'll feed the hungry and fuel your company culture. Learn more at [911day.org/meal-packs](https://911day.org/meal-packs).
- #911Day #RememberTheGood #CorporateVolunteering #LeadershipThroughService

## III. Social Post Examples From Employees/Individual Volunteers

### 1. Instagram/Facebook (Photo with packed meals or group)

- I spent my 9/11 Day doing something that matters. Proud to volunteer at the #911Day Meal Pack to help fight hunger and honor a day of unity and service.
- #911Day #RememberTheGood #NeverForget #ServeOthers #MealPacks #GoodDeeds

### 2. Instagram Stories/Threads (Pre-Event)

- Just signed up for the 9/11 Day Meal Pack!
- One small act. One big impact. Let's do some good.
- @911Day #911Day #RememberTheGood #Volunteer #MealPacks

### 3. X/Twitter (During the event)

- Packing meals, making memories, and honoring the heroes of 9/11. This is what service looks like.
- #911Day #RememberTheGood #DayOfService #MealPacks @911Day

### 4. Facebook (Inviting others)

- Join me in giving back on 9/11. The 9/11 Day Meal Pack is a powerful way to serve others and honor the legacy of those we lost. Sign up here: [911day.org/meal-packs](https://911day.org/meal-packs)
- #911Day #RememberTheGood #ServeTogether

### 5. Instagram (Post-Event Gratitude)

- Grateful to have been part of something so meaningful. Today we packed meals, but more importantly—we shared hope.
- #911Day #RememberTheGood #MealPacks #VolunteerVoices #NeverForget #UnityThroughService

## IV. Template Media Advisory, Meal Packs

### Contact

[Name]

[Email]

[Mobile Phone]

### **[COMPANY NAME] Employees to Participate in 9/11 Day Meal Pack Events Across [CITY or CITIES]**

[CITY/COMMUNITY] Employees Join Largest Annual Day of Service in the U.S. to Help Fight Hunger

### What

On [DATE], employees from [COMPANY NAME] will participate in [a local / multiple city] 9/11 Day Meal Pack event[s], helping to assemble nutritious, non-perishable meals for individuals and families in need. These events are part of the September 11 National Day of Service and Remembrance (9/11 Day)—a federally recognized day of service observed by over 30 million Americans each year.

More than [XX] team members from [COMPANY NAME] will work alongside other volunteers to support [INSERT LOCAL FOOD BANK or COMMUNITY PARTNER], helping to address food insecurity while honoring the memory of those lost and affected by the events of 9/11.

Participation in 9/11 Day reflects [COMPANY NAME]'s ongoing commitment to service, community engagement, and building a culture of unity through action.

### When

Date: [INSERT DATE]

Time: [INSERT START/END TIME]

### Where

Venue: [INSERT LOCATION NAME]

Address: [INSERT STREET ADDRESS, CITY, STATE, ZIP]

(For multi-city participation, list representative locations or include a line such as: "Employees will participate in Meal Pack events in [list of cities].")

### Interview Opportunities

- [COMPANY NAME] leadership and employee volunteers
- Local nonprofit and food bank representatives
- 9/11 Day national spokespersons (available via Zoom or phone upon request)

### About 9/11 Day

The September 11 National Day of Service and Remembrance (9/11 Day) was established in 2009 to honor the memory of those lost, injured, and affected by the September 11 attacks. It transforms a day of tragedy into a day of doing good, encouraging acts of service, charity, and kindness each year. The 9/11 Day Meal Pack program is one of the largest coordinated hunger relief efforts in the country, with more than 1 million meals packed annually.

Learn more at [911day.org](https://911day.org).

[INSERT COMPANY BOILERPLATE HERE]

## V. Sample Press Release, Meal Packs

### FOR IMMEDIATE RELEASE

#### Contact

[Name of Company PR Contact]

[Email]

[Phone Number]

### **[COMPANY] Employees to Participate in 9/11 Day Meal Packs to Honor National Day of Service**

Volunteers Will Help Pack Thousands of Meals for Local Families in Need

[CITY], [Date] — In observance of the anniversary of the September 11, 2001 tragedy, [COMPANY] will join with thousands of volunteers nationwide to participate in 9/11 Day, the federally recognized September 11 National Day of Service and Remembrance—the largest annual day of service in the United States.

As part of this observance, [COMPANY] employees in [LIST CITIES] will volunteer in 9/11 Day Meal Pack events, joining forces with other businesses and community members to pack hundreds of thousands of meals for Americans facing food insecurity. These events are held in partnership with the nonprofit 9/11 Day and AmeriCorps, the federal agency for national service and volunteerism.

“[COMPANY] and its employees are proud to support 9/11 Day this year,” said [INSERT COMPANY SPOKESPERSON]. “Participating in the Meal Pack is our way of honoring those we lost, those who responded with courage, and the values that unite us as Americans. It’s a powerful reminder that we can all make a difference—together.”

This year, 9/11 Day Meal Packs will take place in 23 cities, mobilizing more than 30,000 volunteers—including [COMPANY] teams—who will help pack more than 9 million nutritious, shelf-stable meals for distribution through Feeding America-affiliated food banks and local hunger relief partners. September also marks National Hunger Action Month, making this effort even more timely and impactful.

In addition to in-person participation, [COMPANY] employees unable to join the meal pack event(s) will join the national movement by performing acts of kindness and sharing their service on social media.

“The 9/11 Day observance and our Meal Pack events would not be possible without the support of organizations like [COMPANY] and their dedicated employees,” said David Paine, President and Co-founder of 9/11 Day.

#### About 9/11 Day

The September 11 National Day of Service and Remembrance (9/11 Day) was established in 2009 to honor the memory of those lost, injured, and affected by the September 11 attacks. It transforms a day of tragedy into a day of doing good, encouraging acts of service, charity, and kindness each year. The 9/11 Day Meal Pack program is one of the largest coordinated hunger relief efforts in the country, with more than 1 million meals packed annually.

Learn more at [911day.org](https://911day.org).



## About the 9/11 Day Meal Pack Program

Launched in 2016 in New York City, the 9/11 Day Meal Pack program was created to provide a hands-on way for volunteers to mark the 9/11 anniversary through service. The program has since expanded nationwide. In 2025, volunteers in 23 U.S. cities will pack more than 9 million meals for those in need. The meals are distributed through Feeding America's network of food banks, pantries, faith-based organizations, and schools.

Learn more at [911day.org](https://911day.org) or contact [info@911day.org](mailto:info@911day.org).

[Watch a short video](#) about the Meal Pack program.

[INSERT COMPANY BOILERPLATE]

## VI. Appendix

Link to [9/11 Day logos](#)

Link to [approved photos for social media](#)