

wear orange

June 6-8, 2025

June 6: 11th National Gun Violence Awareness Day



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what is Wear Orange?

On January 21st, 2013, Hadiya Pendleton, a 15 year-old high school student from the south side of Chicago – marched in President Obama's 2nd inaugural parade. One week later, after finishing final exams, Hadiya was shot and killed a mile from the Obama's Hyde Park home.

On June 2, 2015, on what would have been Hadiya's 18th birthday, a broad-based coalition launched the first National Gun Violence Awareness Day. Hadiya's friends asked their classmates to commemorate Hadiya's life – and the lives of hundreds claimed by gun violence each year – by wearing orange. They chose orange because **“Orange is used because hunters wear the color to warn other hunters not to shoot.”**

Now, Wear Orange is observed nationally on the first Friday in June and the following weekend each year. **Participants are asked to stand up, speak out, and Wear Orange.**



Hadiya Pendleton

wear orange '24 recap:

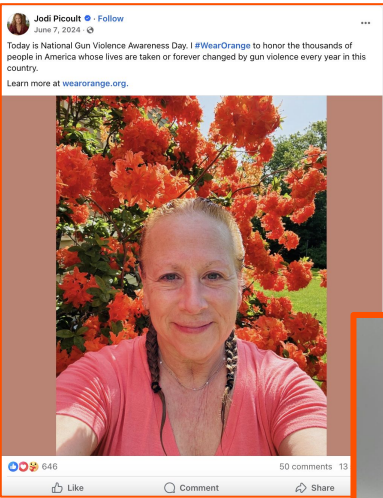


- Hundreds of events across the country
- **#WearOrange trended for the 9th year in a row**

wear orange '24 recap:

- **More than 500 lawmakers on all levels of government supported** through lightings, proclamations, and social media
- **More than 50 of the most impactful thought and culture leaders** in the country

wear orange '24



wear orange

wearorange.org

ingredients



Jennifer Eileen · Follow
June 7, 2024 · 0

Wear ORANGE weekend

I #wearorange to honor the memory of those who have been victims of gun violence! Join me and others by wearing orange to bring awareness to gun violence! Join me and others by wearing orange to bring awareness to gun violence! Join me and others by wearing orange to bring awareness to gun violence!

#WearOrange #HadyaPendleton #MomsAreEverywhere #EveryTown #GunViolenceAwareness #Community #AwarenessToSaveLives



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content





text orange to 64433

00:26/01:11



wea



indianatricia 06/07/24

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As a gun violence survivor in Indiana, I #WearOrange on National Gun Violence Awareness Day today to honor fellow survivors and bring attention to this crisis that steals more than 120 lives and wounds over 200 more each day. Learn more at [wearorange.org](https://www.wearorange.org). @Everytown #inlegis #dosomething

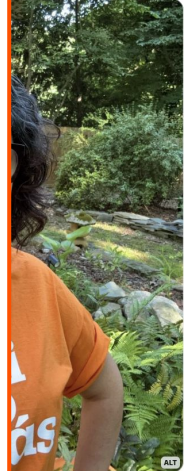




23


4

y.bsky.social · 11mo
awareness Day, I #WearOrange to honor the violence.



2

...




elevate survivors everywhere

Repost vs a quote post

Like

Share to my stories

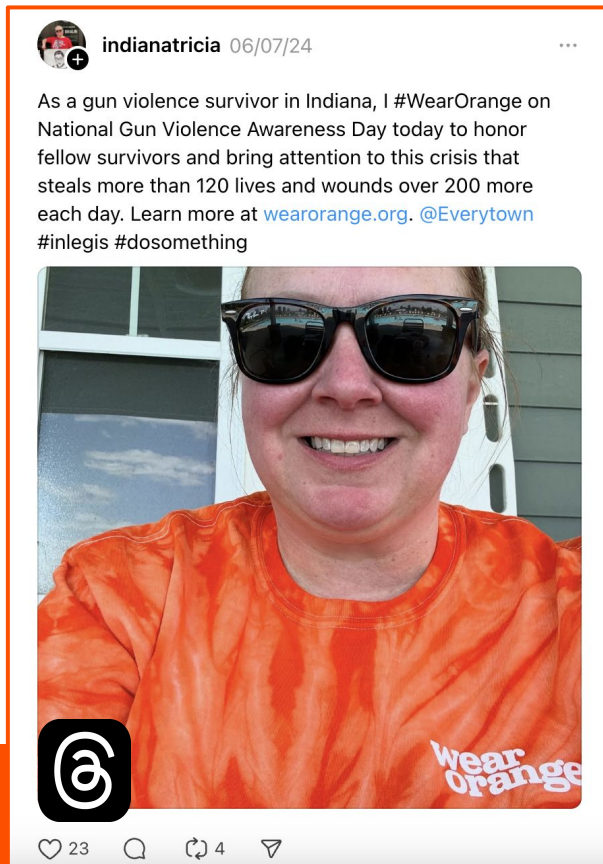
Share with someone (DM)

Comment

Orange hearts

Save

wear
orange



MOMENTS THAT SURVIVE

The voices, faces,
and stories of survivors
put a spotlight on the
human toll of gun violence.

**All those that have been
personally impacted by
gun violence: share your
unique lived experience
in your own words.**

**Whether you have
personally experienced
gun violence or not,
please show support
for survivors of gun
violence by reading and
elevating the stories on
[MomentsThatSurvive.org](https://www.MomentsThatSurvive.org)**


**EVERYTOWN
SURVIVOR
NETWORK**

**wear
orange**

moments that survive

Stories are meant to be shared

Uplift survivors in their authentic voice

Search by name, state, or keyword



recruit for a wear orange event

Text ORANGE to 644-33

Send a DM of a registration link

Share the link on your IG stories

Link sticker

wear orange stickers → everytown



on June 6-8, wear orange & post!



Can't make the event? Post

At an event? Post

Stuck on your way to an event? **POST**



take a selfie



**wear
orange**

wearorange.org

tips



document



wear
orange

wearorange.org

Why do you Wear Orange?

This #WearOrange Weekend, June 6-8, is a time to honor survivors and build community with those working to end gun violence. Together we can build a future free from gun violence.

➦ SHARE THIS QUESTION



📹 RECORD YOUR VIDEO

📤 UPLOAD VIDEO

Note Pad

Jot down some notes here, but avoid reading them word for word.



*I Wear Orange because...
[insert personal statement, examples: I want to honor survivors; gun violence is the leading cause of death for children in America; every day 125 people are shot and killed; etc.]*



wear
orange



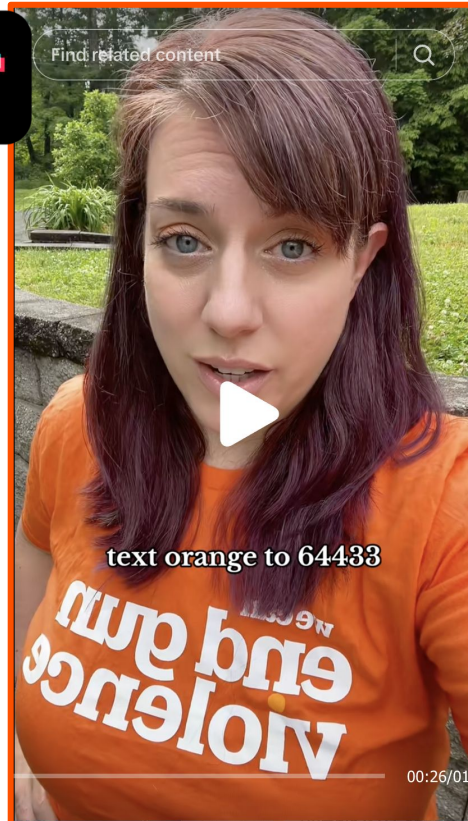
graubart 6/7/24

On National Gun Violence Awareness Day, I #WearOrange for the 120 Americans killed each day by guns and the tens of millions whose lives have been forever altered by gun violence.

[@MomsDemand](#)



Find related content



00:26/01:10

wear
orange

wearorange.org

hashtag



#wea

#wea

#wea



shannonhalbur 06/15/24

Johnston County NC @momsdemand came together today for our first #WearOrange Luncheon to talk with each other about the different ways we have all been effected by gun violence @nc_momsdemandaction



Ruwa Romman
@ruwaromman.bsky.social

+ Follow

Orange you glad your state representatives care about gun safety #wearorange #gapol



wear
orange

wearorange.org

tag

In the **post** and in your **stories**

@everytown

@momsdemand

@studentsdemand

@besmartforkids

@ferrellzabala

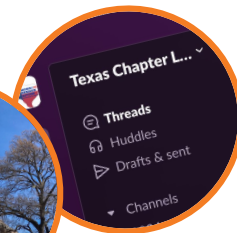
@st_momsdemandaction



National



Chapter Channels



wear
orange

wearorange.org

21

crosspost



3+ pics:

Insta → Facebook

1-2 pics:

Instagram → Facebook → [Threads](#)



ingredients:

- #wearorange
- tag accounts
- wearorange.org
- text ORANGE to 644-33



Jenny Staff Johnson

@htownjenny.bsky.social

+ Follow

Glad @htownmark decided to #WearOrange at the DPS to speak out for the right of kids like our daughter (waiting in the TX sun to get her learner's permit) to be safe at school. @Everytown @MomsDemand

Text ORANGE to 644-33 and attend a Wear Orange event near you this weekend.



wear orange 2025 dates

friday, june 6

#wearorange takes over social!

sat-sun, june 7-8

In-person and virtual events around the country!

thank you!