



2018 Black History Month Schedule

Here you'll find a proposed schedule for use of the Black History Month Toolkit!

All graphics, stories and files can be found at <https://goo.gl/qLQuXr>.

- Press release and general graphics can be found in the **Press Release and General Graphics** folder
- Facts can be found in the **Social Media Facts Folder**
- UnSung Hero stories and graphics can be found in the **Unsung Hero Stories and Graphics** folder
- Special live lecture information and registration details, presented by the Living Legacy Foundation of Maryland and The John Hopkins Hospitals can be found in the **BHM Special Lecture** folder

Please use the hashtag **#AMATBlackHistoryMonth** when posting to social media.

Feb 1st - Black History Month Launch

- Localizable Press Release
- Facebook banner
- Instagram graphic

Feb 5th - UnSung Hero Story 1 - Rev. Burton

Feb 9th - Fact Friday 1

Feb 13th - UnSung Hero Story 2 - Alfarena Ballew

Feb 16th -Fact Friday 2

-Racial Gaps in Kidney Transplantation presented by The Living Legacy Foundation of Maryland and The Johns Hopkins Hospital (RSVP Required-see flyer in toolkit)

Feb 20th -UnSung Hero Story 3 - Tracie Potts

Feb 23rd - Fact Friday 3

Feb 26th - UnSung Hero Story 4 - TBD

Feb 28th - Fact Friday 4

**Please send success stories, event photos, and write ups to the AMAT PR Committee at tlove@donatelifenc.org