

Neighbour Day 2019 – Content Package



Social Media Content - Twitter

Tweets – Date Specific

May 15

#yycNeighbourDay is one month away. There's still time to apply for your FREE block party and greenspace permit. Calgary.ca/NeighbourDay

May 20

May 24 is the last day to get your FREE block party and greenspace permit for #yycNeighbourDay!
Calgary.ca/NeighbourDay

May 24

Today is the last day to get your FREE block party and greenspace permit for #yycNeighbourDay!
Calgary.ca/NeighbourDay

June 8

Only one week until our sixth annual #yycNeighbourDay? How will you celebrate this year?
Calgary.ca/NeighbourDay

June 14

Tomorrow is Neighbour Day! We'd love to see how you celebrate. Share your photos with us!
#yycNeighbourDay

June 15

Getting together with your neighbours today? Share your #yycNeighbourDay photos!

June 15

Block parties, community clean ups, front yard BBQs? What are you up to? Share your photos with us!
#yycNeighbourDay

June 15

Thank you to everyone who celebrated #yycNeighbourDay! It's great to see Calgary's strong community spirit!

Tweets – General

#yycNeighbourDay is back! Celebrate the sixth annual event on June 15. Sign-up and join the fun!
Calgary.ca/NeighbourDay

#yycNeighbourDay is coming June 15! Plan a celebration in your community - get your FREE block party and greenspace permit by May 24! Calgary.ca/NeighbourDay

Held annually on the third Saturday in June, #yycNeighbourDay is the perfect day to celebrate with your neighbours! Calgary.ca/NeighbourDay

Be part of the fun! Have you organized your event for #yycNeighbourDay on June 15?
Calgary.ca/NeighbourDay

Wish you knew your next door neighbours better? Invite them over for a #yycNeighbourDay BBQ!
Calgary.ca/NeighbourDay

Looking for some #yycNeighbourDay ideas? Here are some fun ways you can celebrate!
Calgary.ca/NeighbourDay

It's not too late to plan a #yycNeighbourDay event. Host a BBQ, have afternoon tea or just introduce yourself to a neighbour! Calgary.ca/NeighbourDay

Did you know that #yycNeighbourDay began in 2014 to celebrate the incredible outpouring of support and generosity demonstrated after the 2013 floods? This year's Neighbour Day is only a few days away. How will you celebrate? Calgary.ca/NeighbourDay

Social Media Content - Facebook

Facebook Post

It's that time of year again...time to get to know your neighbours! Take advantage of the opportunity to meet your neighbours as part of The City's sixth annual Neighbour Day on June 15.

Neighbour Day is an opportunity for neighbours to come together in the form of a front yard barbecue, garden party, picnic, clean-up or afternoon tea in a local park to celebrate our strong community spirit in Calgary.

The idea is to meet your neighbours, make new friends, have fun and maybe work together on a project that benefits the entire community.

Make Saturday, June 15 the day you get to know your neighbours in **(COMMUNITY)**!

Plan an event and sign-up today at Calgary.ca/NeighbourDay.

Website Content

Website Text

Celebrate Neighbour Day in (COMMUNITY) on June 15

It's that time of year again....time to get to know your neighbours! Take advantage of the opportunity to meet your neighbours as part of The City's sixth annual Neighbour Day on June 15.

Held annually on the third Saturday of June, Neighbour Day is an opportunity for neighbours to come together in the form of a front yard barbecue, garden party, picnic, clean-up or afternoon tea in a local park to celebrate our strong community spirit in Calgary.

The idea is to meet your neighbours, make new friends, have fun and maybe work together on a project that benefits the entire community.

Make Saturday, June 15 the day you get to know your neighbours in (COMMUNITY)!

Plan an event and sign-up today at Calgary.ca/NeighbourDay.

Email Content – Message to Residents

Email Text

((Subject Line)) Celebrate Neighbour Day in (COMMUNITY) on June 15

((Message)) Do you miss the days when neighbours connected and got to know each other? Take advantage of the opportunity to meet your neighbours as part of The City's sixth annual Neighbour Day on June 15.

Held annually on the third Saturday of June, Neighbour Day is an opportunity for neighbours to come together in the form of a front yard barbecue, garden party, picnic, clean-up or afternoon tea in a local park to celebrate our strong community spirit in Calgary.

The idea is to meet your neighbours, make new friends, have fun and maybe work together on a project that benefits the entire community.

Make Saturday, June 15 the day you get to know your neighbours in (COMMUNITY)!

Plan an event and sign-up today at Calgary.ca/NeighbourDay.

Community Newsletter Content

Short version:

Join in and celebrate Neighbour Day on Saturday, June 15! Visit calgary.ca/NeighbourDay for a list of great ideas on how you and your neighbours can get involved.

Long Version:

Celebrate with your neighbours on June 15: Neighbour Day 2019

Held annually on the third Saturday of June, Neighbour Day is an opportunity to get together with your neighbours and celebrate Calgary's strong community spirit. This year Neighbour Day falls on Saturday, June 15.

The City welcomes all Calgarians to celebrate and encourages as many people as possible to host local community events. Neighbour Day is an opportunity for communities across the city to come together in the form of BBQs, block parties, cleanups and potlucks in order to meet their neighbours and celebrate where they live. And once again The City is offering free permits for small-scale block parties and park bookings for Neighbour Day events. The deadline to apply for permits is May 24, 2019.

Neighbour Day originated in 2014 to celebrate the incredible outpouring of support and generosity neighbours demonstrated after the 2013 floods. It has evolved into an annual celebration of what makes Calgary such a great city – our strong and caring communities.

For more information, visit calgary.ca/NeighbourDay.