



*Association for Workplace Tragedy Family Support*

## **Threads of Life Partner Share Package**

### **September 2023**

Please feel free to use or share the messages below in the way best suited to your communication channels, both internal and external. For more information or questions, please contact Susan Haldane, Manager of Marketing and Communication, [shaldane@threadsoflife.ca](mailto:shaldane@threadsoflife.ca)

### **Message: Client or member newsletter/eblast**

[Subject line] **Take a Stand for Health & Safety: Sponsor Steps for Life and support Families of Workplace Tragedy**

Workplace health and safety is more than just a box to tick off—it's a priority that demands real action. That's why we're excited to invite you to be a part of [Steps for Life, a fundraising walk supporting Threads of Life](#), and our mission to assist Canadian families affected by workplace tragedies.

By becoming a sponsor, you're not only supporting Threads of Life's vital programs, you're also sending a powerful signal to your employees and other partners: you mean business when it comes to health and safety. Your sponsorship is a clear signal of your commitment to creating a safe caring work environment – one where every employee makes it home safe at the end of the day. Let's come together and make a real impact, showing the world that health and safety is not just a statement, but a driving force behind everything we do. Looking for more information? [Read the top six reasons to become a Steps for Life sponsor](#), or [learn how to become a sponsor right away](#).

[Hyperlink 1: <https://threadsoflife.ca/get-involved/steps-for-life-walk/>]

[Hyperlink 2: <https://threadsoflife.ca/six-reasons-you-should-become-a-steps-for-life-sponsor/>]

[Hyperlink 3: [https://secure3.convio.net/thread/site/TR?sid=1025&pg=informational&fr\\_id=1110](https://secure3.convio.net/thread/site/TR?sid=1025&pg=informational&fr_id=1110)]

### **Messages: Social media channels**

Take a Stand for Health & Safety! Sponsor Steps for Life, Threads of Life's signature fundraising event, and showcase your commitment to workplace health & safety, while supporting families affected by workplace tragedy at the same time.

[link to: [http://events.threadsoflife.ca/site/TR?sid=1025&pg=informational&fr\\_id=1110](http://events.threadsoflife.ca/site/TR?sid=1025&pg=informational&fr_id=1110)]



[suggested image – sent in email from Threads of Life]

Sponsors of Steps for Life, a fundraiser in support of Threads of Life, showcase their commitment to workplace health & safety, while supporting families affected by workplace tragedy at the same time. Read the top reasons why you should become a sponsor for Steps for Life 2023.

[link to: <https://threadsoflife.ca/six-reasons-you-should-become-a-steps-for-life-sponsor/>]



[suggested image – sent in email from Threads of Life]