

SOCIAL MEDIA TOOLKIT

TERRY FOX RUN ON CONFEDERATION BRIDGE – SUNDAY, SEPTEMBER 21

The Terry Fox Run on Confederation Bridge is back to celebrate the 45th anniversary of Terry's iconic Marathon of Hope. Join us on Sunday, September 21, for a truly unforgettable Terry Fox Run experience — across the incredible Confederation Bridge — to raise funds for life-changing cancer research in Canada. Together, we will cross the bridge and help finish Terry's marathon against cancer.

Register and fundraise today at terryfox.org/confederationbridge

HOW TO SHARE

The Terry Fox Run on Confederation Bridge is one of the many special 45th anniversary events this year.

You can help amplify this event by liking, commenting, and sharing content posted on official Terry Fox Foundation channels. You can also create your own post by using the graphics and examples below.

CLICK HERE to download our social media graphics!

SAMPLE SOCIAL POSTS



SUGGESTED CAPTIONS

EXAMPLE 1

The #TerryFoxRun on Confederation Bridge is back! 🇨🇦

Join us on Sunday, September 21 for a special 45th anniversary event to support life-changing cancer research in Canada. Together, we will cross the bridge and help finish Terry's marathon against cancer. ❤️🇨🇦

➡ Registration closes September 18. Secure your spot and fundraise today: terryfox.org/confederationbridge

#TerryFox

EXAMPLE 2

We're taking Terry's dream across the bridge! 🇨🇦

The #TerryFoxRun on Confederation Bridge is happening on September 21. Join us for this rare opportunity to run, walk, or stroll between Prince Edward Island and New Brunswick — all in support of cancer research. ❤️

Learn more at terryfox.org/confederationbridge

#TerryFox



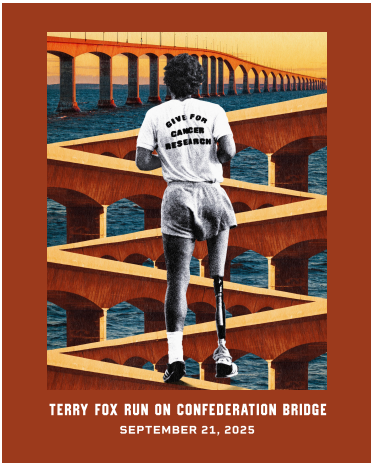
terryfoxfoundation The #TerryFoxRun on Confederation Bridge is back! 🇨🇦

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#TerryFox

ADDITIONAL IMAGERY



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Thank you for your support! We look forward to seeing and sharing your posts.

For more information, please visit terryfox.org

