



# MAY DAY! A COMMUNITY FIELD DAY TO RAISE STROKE AWARENESS

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# MAY DAY 5.2025

Now planning for 2025 event.

Time to gather team with experience in fundraising, corporate sponsorship, and event planning.

First work group meeting to come.

Location pending – likely in Charlottesville or Richmond region initially.

Planning for a reproducible annual event akin to Relay for Life or Heart Walk.

Need strong marketing approach for success – news outlets/ social media.



# PROPOSED MAY DAY ACTIVITIES

- ❖ Plan to include invited speakers (stroke survivors) and/or “ask the Neurologist” panel.
  - ❖ Live music?
- ❖ Health screenings (blood pressure / risk factors for stroke).
  - ❖ Stroke Smart presence? Selfie poster with QR code?
- ❖ Classic field day activities – would like recommendations to make these events accessible for all participants (including our stroke survivors).
- ❖ Activities for kids (face painting, focused education about stroke).
  - ❖ Food trucks.
  - ❖ Event t-shirts.