



2025 RFL First Lap

10.31.2024

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#RelayFirst Lap Graphics



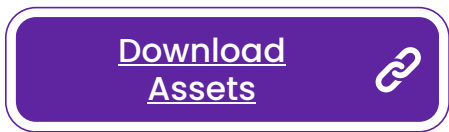
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Join us Social Post

Body (1600 characters max): For 40 years Relayers have gathered to celebrate, remember, and fight back against cancer. Now it's your turn. Mark your calendar and get ready to take your first steps in #RelayFirstLap at Relay For Life 2025 on Saturday, January 11th. Learn more at RelayForLife.org/Kickoff

Option 2: We're taking our #RelayFirstLap steps together and want you to join us! We will be meeting at INSERT LOCATION at TIME on Saturday, January 11th to take our first steps of the new year together, and with Relayers across the globe. Every step taken over the last 40 years of Relay has empowered individuals to make a difference. We're ready to make a difference with you. Join us to have your #RelayFirstLap.



Static posts



“Join us!” Video Social Post

Body (1600 characters max): It’s coming! We are celebrating 40 years of Relay together on Saturday, January 11th for #RelayFirstLap. Join Relayers across the globe as we celebrate, remember, and fight back together. Simply register for our event then head outside on Saturday to take your first steps. Register for our event now at INSERT WEBSITE #RelayFirstLap



Video post #1 (16 seconds)



Video post #2 (28 seconds)

“Gear Up, Get Ready” Social Post

*General use/any time

Body (1600 characters max): It’s coming! We are celebrating 40 years of Relay together on Saturday, January 11th for #RelayFirstLap. Join Relayers across the globe as we celebrate, remember, and fight back together. Simply register for our event then head outside on Saturday to take your first steps. Register for our event now at INSERT WEBSITE #RelayFirstLap



Video post #3 (24 seconds)

[Download Assets](#)

Register Social Post

Headline (50 characters max):

Kicking off the 2025 Relay For Life year!

Body (1600 characters max): We kicked off Relay 2025 with #RelayFirstLap and loved celebrating together with all the pics and videos shared. Thanks to Relayers like you, for 40 years we've been able to fund groundbreaking research while being a source of support, inspiration, and education for people facing cancer across the globe. Let's keep the momentum going! Sign up for our Relay For Life at [INSERT EVENT LINK] and share on social why you are passionate about Relay For Life.



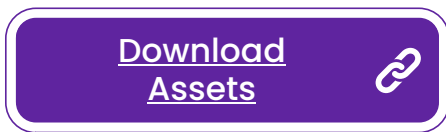
Static posts



Day-of Social Post #1

Post 1 Copy: Today marks the start of Relay For Life 2025! Let's launch the 40th year of Relay, together! Sign up for your event, take your #RelayFirstLap, and join in celebrations at RelayForLife.org/kickoff.

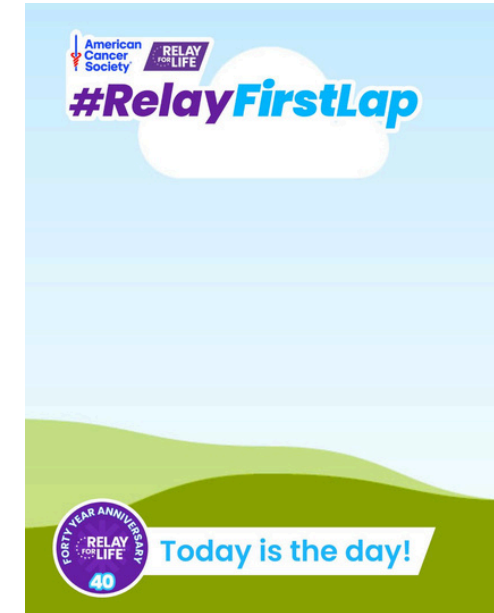
Option 2: We're launching Relay For Life 2025 today! Have you taken your #RelayFirstLap yet? You can take your First Lap around your block, your local track, or even your treadmill! Use this lap to reflect on Relay's 40 years of impact and remember every inspiring Relay moment. If you haven't yet signed up for our 2025 event, now is a great time to join us! RelayForLife.org



Static posts



Customizable Post



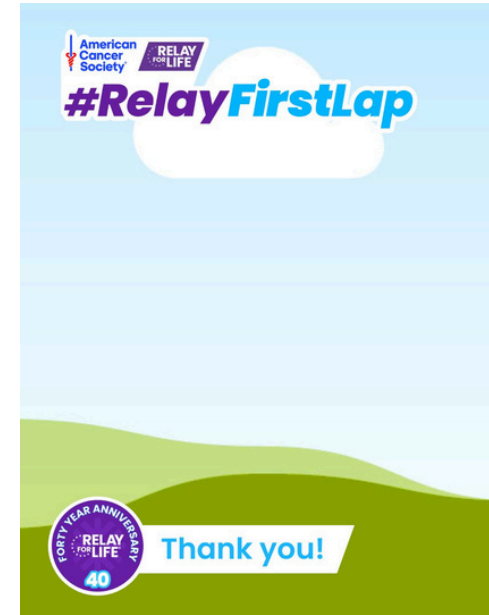
Thank You Social Post

Body (1600 characters max): Relay For Life has been a beacon of hope for those facing cancer for 40 years. Thank you — times 40 — for helping to kick off Relay 2025! #RelayFirstLap

Static posts



Customizable Posts



[Download Assets](#)

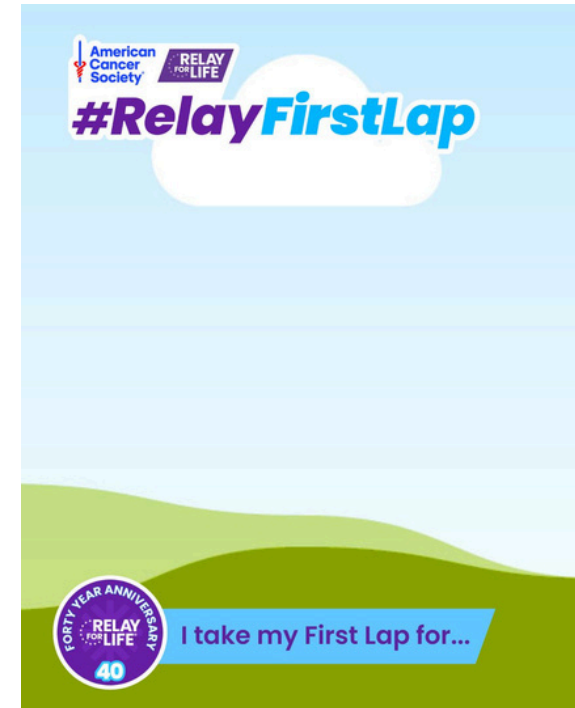
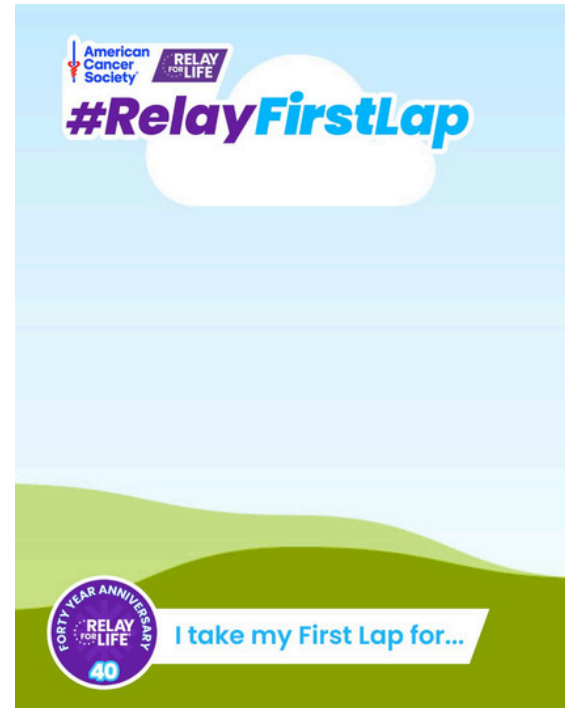
“I take my First Lap for...” Social Post

Headline (50 characters max):

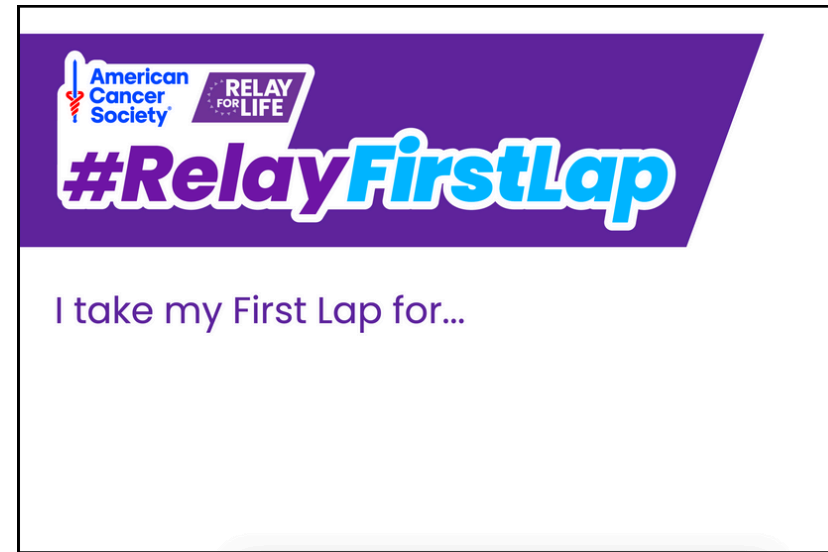
Step into the Relay For Life 2025 year!

Body (1600 characters max): We kicked off Relay 2025 with #RelayFirstLap and loved celebrating together with all the pics and videos shared. To see inspiration going strong after 40 years of Relay is remarkable. Thank you for being part of our 40th year. It is because of you we can empower people to make a difference, celebrate victories, honor loved ones, and take powerful steps toward a world free from cancer. Let’s keep the momentum going! Sign up for our Relay For Life at [INSERT EVENT LINK] and share on social why you are passionate about Relay For Life.

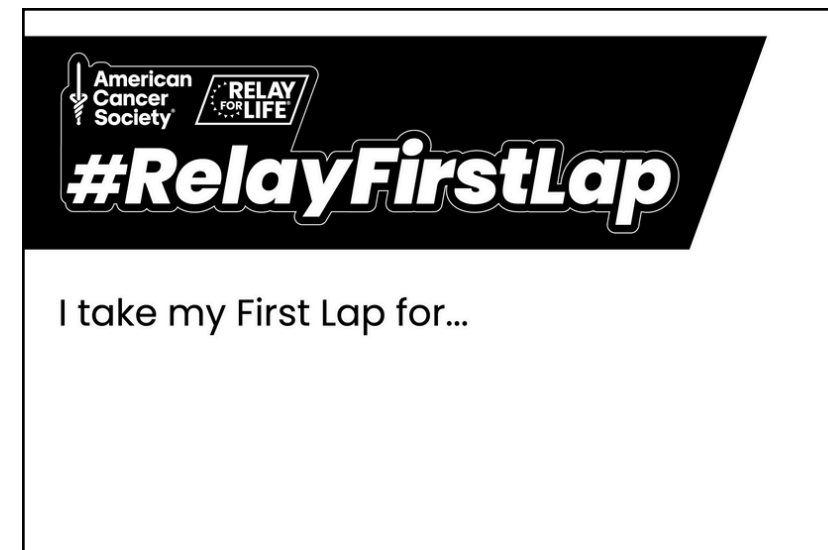
Customizable Posts



“I take my First Lap for...” 11x8.50 printable sign



Color



BW

