

PRESS RELEASE

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Bentonville Finds Inspiration in Historic Women's March Movement

Residents Gather Downtown in Community

BENTONVILLE, AR. January, 16, 2017. Given the upcoming Presidential Inauguration and inspired by the Global Women's March Movement, Bentonville and fellow Northwest Arkansas residents plan to unite in a community prayer gathering on the downtown Bentonville square January 21 at 10am CST.

"This is an inspiring moment in history--no matter where you stand, here in Bentonville, we want to stand together," Alexandra Bornkessel said, one of the event's co-hosts. "We want to build bridges, neighbor with neighbor, and work together to move our community forward."

The event recognizes that many are hurting and scared and are confronted with the question of how to move forward in the face of National and International concern and fear.

"We all have a choice in the season we're in as a Nation, and those that join us Saturday, are letting all know that we choose to be unafraid." Bornkessel said. "If you have ever felt like an 'other', know you are not alone. There is a rising community that says, we see you - we are with you."

UNAFRAID is an inclusive event that welcomes all people, no matter their faith, beliefs, background, ability, nationality or who they love. In the spirit of democracy and in honor of the champions of human rights, dignity, and justice who have come before, it joins in diversity to show NWA's presence amid the National movement. This gathering recognizes that defending the most marginalized among us is defending all of us.

"Change starts within each of us," Bornkessel said. "It's when we reach out across the street, across town and put faces to names, stories to experiences, that we link hearts, minds and actions. Your voice matters. Together, we unite in community, pray with courage, and see hope."

Participants will stand together in solidarity with their partners and children for the protection of human rights, safety, health, and their families, recognizing that the Nation's vibrant and diverse communities are the strength of the country. The event will be one of Over 600 events occurring worldwide, with a total of over 1.3 million participants across the globe.

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UNAFRAID is a community gathering inspired by the historic and grassroots Women's March event that is planned to occur in Washington, DC - same time, same day, Jan. 21 at 10am. While led by women, all are welcome and encouraged to attend. The event takes place at the Bentonville Square to celebrate diversity, join hands in unity, and pray with courage for the future of our community and nation.

National Press Release: <https://www.womensmarch.com/sisters-press/>
Facebook Event: <https://www.facebook.com/events/151822745310898/>

OUTREACH LANGUAGE

NOTE: People like numbers. In your communication, we encourage to let people know how many people are currently planning to attend. As of 1/19, we have 350+ RSVPs.

TO FOLLOWUP WITH PEOPLE YOU INVITE

Hi XXX - You might have seen I invited you to an event that aims to unite our community in anticipation of the inauguration and inspired by the Women's March event - UNAFRAID: a community gathering for prayer, song and a chance for neighbor to meet neighbor. I plan to attend with [redacted] and invite you to join us. While RSVP is not required, if you RSVP here, your attendance adds to the National number of people participating: <http://bit.ly/BentonvilleGathers>. Event information and updates are shared via Facebook at: <https://www.facebook.com/events/151822745310898/>. Already, XXX people plan to attend!

If you have any questions, feel free to contact Alexandra Bornkessel at abornkessel@gmail.com, one of the event's co-hosts. The event aims to be inclusive so please share news of the event widely.

EMAIL OUTREACH LETTER 1

Hi XXX,

By way of introduction, my name is XXX. I'm a local Bentonville resident that [redacted]. A group of women in the community are organizing UNAFRAID, a community gathering for prayer, song and a chance for neighbor to meet neighbor as inspired by the upcoming inauguration and Women's March events in Washington D.C. I plan to attend and hope you might join us. Already, XXX people plan to attend!

The event is inclusive to people of all faiths and none, of different creeds, backgrounds and experiences. We are reaching to [redacted] to (1) let them know about the event and (2) encourage them to join us and (3) help get the word out to the community you serve.

>>>>> While RSVP is not required, if you RSVP here, your attendance adds to the National number of people participating: <http://bit.ly/BentonvilleGathers>. Event information and updates are shared via Facebook at: <https://www.facebook.com/events/151822745310898/>.

>>>>> A description about the event is on our Facebook page: <https://www.facebook.com/events/151822745310898/>

If you have any questions, I'm happy to help or you can contact Alexandra Bornkessel at abornkessel@gmail.com, one of the event's co-hosts. Feel free to share news of the event widely. Hope to connect.

Best,
NAME

EMAIL OUTREACH LETTER 2 - to an individual

Hi XXX,

You may have seen on Facebook that I invited you to an event to unite our community in anticipation of the inauguration and inspired by the Women's March event - [UNAFRAID: a community gathering](#) for prayer, song and a chance for neighbor to meet neighbor.

I plan to attend with [REDACTED]. You are welcome to join us! Already, XXX people plan to attend!

>>>>> While RSVP is not required, if you RSVP here, your attendance adds to the National number of people participating: <http://bit.ly/BentonvilleGathers>. Event information and updates are shared via Facebook at: <https://www.facebook.com/events/151822745310898/>.

>>>>> A description about the event is on our Facebook page: <https://www.facebook.com/events/151822745310898/>

If you have any questions, I'm happy to help or you can contact Alexandra Bornkessel at abornkessel@gmail.com, one of the event's co-hosts. Feel free to share news of the event widely.

Happy to chat more - cheers!

Best,
NAME