

WEAR ORANGE



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ORANGE SKYLINE GUIDE

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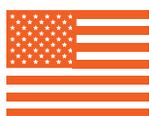
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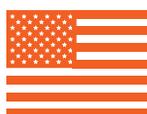


PART 1: WHAT'S WEAR ORANGE?

On January 21st, 2013, Hadiya Pendleton, a 15-year-old high school student from the south side of Chicago, marched in President Obama's 2nd inaugural parade. One week later, Hadiya was shot and killed. Soon after this tragedy, Hadiya's childhood friends decided to commemorate her life by wearing orange. They chose the color because hunters wear orange in the woods to protect themselves and others. On June 2nd, 2015—what would have been Hadiya's 18th birthday—a broad-based coalition asked people nationwide to join Hadiya's friends in honoring her life, plus those of the 91 Americans shot and killed every day, by wearing orange. President Obama, Julianne Moore, Russell Simmons, the New York Mets, MTV, Cosmopolitan, Motown Records, Perez Hilton, Sarah Silverman, Jason Bateman, Katie Couric, Talib Kweli, Padma Lakshmi, Questlove, Michael J. Fox, Tony Hawk, and thousands of others and more than 200 noteworthy individuals and organizations answered the call, taking to social media to show their support. The Wear Orange movement, which was inspired by bold and creative Chicago teens who refused to be silent in the face of daily gun violence, reached an astonishing 220 million people in just one day.

On June 2nd, 2016, millions of Americans will come together again to fight for a country where every person can live free from gun violence. As we get closer to June 2nd, we'll send out information about organizing Wear Orange events in your cities, but we're sharing the Orange Skyline Guide now because this tactic requires more lead time. We've seen many movements pursue this powerful symbolic gesture to increase awareness and motivate people to take action (pink for breast cancer, red to end AIDS, blue for autism). By turning skylines orange across the country, we can reach millions of Americans in our work to end gun violence.

Thank you for joining us and taking action. **You are Orange.**



PART 2: THE ORANGE SKYLINE COMPONENT

In 2015, numerous communities turned key buildings or even entire skylines Orange. Here are just a few examples:

- In Providence, Rhode Island, the state capitol turned orange.
- In Mobile, Alabama, the downtown skyline turned orange.
- In Chicago, the Landmark Theatre posted information about how to Wear Orange on their prominent billboard.

For June 2nd, 2016, we'll be reaching out to turn even more landmarks orange from coast to coast. With your help, we can reach millions of people, and issue a loud call to action to join the movement.

PART 3: HOW TO TURN YOUR SKYLINE ORANGE: TIPS FROM THE EXPERTS

Each city and landmark is different. Here's how to research your area and get started:

A. FIRST, GET STARTED EARLY!

Many buildings or landmarks will keep a certain calendar for illuminating a specific color. Some cities may have a board meeting or a specific time of month that they hear these kinds of requests.

B. MAKE A LIST OF THE MOST PROMISING BUILDINGS OR LANDMARKS

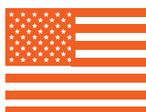
When scouting a place to turn orange, you can seek out a single building or landmark (think: the St. Louis Arch), the most prominent building in your city, or a recognizable local landmark (a statue in the town square, or a centrally located bridge). For inspiration, turn to Section VII: Idea List.

C. FIND THE DECISION MAKERS

Look up the owner, manager, or board that decides whether a building or landmark turns color. Again, this varies widely from place to place and by type of landmark. You can usually find out the answer online or with one or two phone calls, but people are often slow to respond so don't be afraid to email and leave phone messages—and then follow up! Use the sample script in the next section.

D. JUST ASK!

Much of our previous success in this area came from volunteers simply calling up and asking to change the color of their building or landmark orange! You never know until you ask, and often if there is a hurdle to turning the landmark orange you can identify it by asking, and then work around the problem.



PART 4: SCRIPT FOR ASKING ABOUT TURNING LANDMARKS ORANGE

This is intended as an example. Keep in mind that each location will have different procedures and specific timelines.

Volunteer: Hi my name is _____, I'm a resident of _____. I'm calling about _____ (landmark name) and I wanted to speak to the person in charge of changing the lighting color for _____ (landmark or building name).

Representative of Landmark: Hello, I'm the person in charge of the lighting for _____ (landmark or building name).

Volunteer: Great, nice to meet you. I'm calling to inquire about turning _____ (landmark or building name) orange for June 2nd. June 2nd is National Gun Violence Awareness Day - a day where we're asking millions of Americans to wear orange to signify their belief that we can do more to save American lives from gun violence. The background of this day of Wearing Orange comes from hunting culture, where hunters wear orange in the woods to protect themselves and others. Orange signifies the American heritage of responsible gun ownership and the importance and value of protecting human life.

Can you turn _____ (landmark or building name) orange on Thursday, June 2nd?

Keep the What's Wear Orange? section handy in case you need additional background, or if there are questions.

If landmark representative says YES:

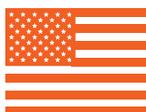
Representative of Landmark: Yes, June 2nd is available, I can send you the information we need to schedule the landmark for that day.

Volunteer: Great, thank you. Can I confirm your email and contact information?

If landmark representative says NO:

Representative of Landmark: No, June 2nd is not available.

Volunteer: Okay, thank you so much for your time. Can you suggest how early we should get back in touch with you about turning the landmark orange next year?



PART 5: TELL US ABOUT IT

We want to be able to report on our progress and impact across the country (and make sure locales aren't getting multiple requests!).

Please use the tracker linked here: [Orange Skyline Ask Tracker](#) to report any location where you've made a request.

Use this form when you've received a reply: [Orange Skyline Response Tracker](#). You can use this form to report all types of responses (yes, no, maybe next year, etc.).

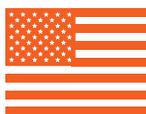
Tracking all the outreach we do will make it much easier to replicate and increase our reach in 2017 and beyond. Wear Orange day is a national phenomenon—being able to tell the complete story of America donning Orange means we can spread that message to millions of people and get them involved next year!

We need great photos of Orange landmarks: If you have a camera and are willing to take a photo, please do so.

PART 6: THE BIG DAY: JUNE 2ND! HOW TO SHARE YOUR ORANGE SKYLINE WITH THE REST OF THE COUNTRY

You've done the hard work, now here are three simple steps to complete on June 2nd:

- A Take a picture! Submit your picture here: skyline@everytown.org
- B Share on social media! Post to Facebook, Instagram, and Twitter using the hashtag #WearOrange on social media! Post to Facebook, Instagram, and Twitter using the following hashtag #WearOrange



PART 7: IDEA LIST: LANDMARKS THAT CAN CHANGE COLOR

Here are a set of places that change colors for causes. This is by no means a comprehensive list. Focus on locations in your own hometown; and please bear in mind that our organization will be reaching out to many key landmarks as well.

LANDMARK	CITY, STATE
Bank of America Tower	NYC, NY
Chrysler Building	NYC, NY
LA City Hall	Los Angeles, CA
U.S. Bank Tower	Los Angeles, CA
Crain Communications Building	Chicago, IL
Franklin Center	Chicago, IL
Benjamin Franklin Bridge	Philadelphia, PA
Cira Center	Philadelphia, PA
Tower of the Americas	San Antonio, TX
Manchester Grand Hyatt Hotel	San Diego, CA
One America Plaza and Trolley Station	San Diego, CA
San Francisco City Hall	San Francisco, CA
Texas State Capitol Building	Austin, TX
Freedom Tower	Miami, FL
Hotel Fontainebleau	Miami, FL
Gulf Tower	Pittsburgh, PA
Highmark Place	Pittsburgh, PA
Rock and Roll Hall of Fame	Cleveland, OH
Short North	Columbus, OH
Duke Energy Tower	Charlotte, NC
Renaissance Center	Detroit, MI
Atlantic City Boardwalk	Atlantic City, NJ
Tropicana Casino & Resort	Atlantic City, NJ
Space Needle	Seattle, WA
Museum of Fine Arts	Boston, MA
Prudential Tower	Boston, MA
Gateway Arch	St Louis, MO
Washington Monument at Mount Vernon Place	Baltimore, MD
Old Capitol Museum	Iowa City, IA

