

## **Announcing "Lincoln Stronger" Video Campaign**

Do you remember March 12, 2020?! We certainly do, and all of the fear, anxiety and unknown that went along with it. Well, fast forward and here we are -- looking March 12, 2021 into the eyes and welcoming it! Please join us in celebrating our Lincoln-Hubbard successes and resiliency over the past year. We were always L-H Strong and now we are #lincolnstronger!

We welcome you to join us in recognizing and celebrating our victories over the past year as a community. Please submit a short video and show how this year made YOU #lincolnstronger. Videos should be under one minute in length and demonstrate how this past year has taught you resiliency and empathy and celebrate any silver linings that have become part of your new normal. Videos can be emailed directly to [Laura.Buccola@gmail.com](mailto:Laura.Buccola@gmail.com); please reach out directly with any questions. **Please share by Friday, March 5**, so we can compile the individual videos and debut a release on **Friday, March 12!**

For purposes of the #LHStronger videos, please do not include names or identification of class. After all, it's the message that matters!

We encourage you to use the following framework:

I am #lincolnstronger since last year because..." (Submissions can be individual or a whole family.)

Please note that your video submission will be used across multiple platforms, including an internal L-H Lion Link e-blast, Principal Twitter account, Summit Public Schools Instagram and Facebook social media pages. Your submission of the video provides permission of your child(ren) to appear across these media.