



Communications Pack

We really appreciate your help in spreading the word about *BodyKind* August, Butterfly's annual awareness initiative to support body image.

If you work with schools, families, sporting clubs or community groups please use our suggested social and newsletter content and encourage others to be more *BodyKind* this August.

Newsletter Insert

Long form copy

This August, join Butterfly Foundation's *BodyKind* August, an initiative promoting positive body image and encouraging all Australians to be kind to their bodies and to others; kind in the way they speak about all bodies, kind in the way they move, nourish and nurture their own.

Free, expert-designed resources with safe, positive messaging are available for schools, families and sports/activity clubs.

Register today for learning activities, posters, ready-to-use workshops, fundraising ideas, digital assets and more.

Visit butterfly.org.au/bodykindaugust.

Short form copy

Celebrate *BodyKind* August with free resources for schools, families and clubs from Butterfly Foundation. Promote positive body image and help create a more *BodyKind* Australia.

Register here: butterfly.org.au/bodykindaugust.



Suggested copy

Support positive body image with free resources for schools, families and sporting clubs developed by the experts at Butterfly.

Register here: butterfly.org.au/bodykindaugust



Suggested copy

Looking for ways to support young people's body image? This BodyKind August access free resources from Butterfly Foundation tailored for schools, families and clubs.

More info: butterfly.org.au/bodykindaugust



Suggested copy

Calling all Australians! Help create a more BodyKind Australia. Join Butterfly Foundation this BodyKind August and support body image with free resources designed for schools, families and sporting groups.

Register here: butterfly.org.au/bodykindaugust

Share the BodyKind August Flyer



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