#RareDiseaseDay
FEBRUARY 28

Prader-Willi
SYNDROME ASSOCIATION | USA

MEDIA KIT

GENERAL AWARENESS & ADVOCACY CAPTIONS

📢 1 in 10 people worldwide live with a rare disease. My [child/sibling/family member/friend] is one of them. This Rare Disease Day (Feb. 28), I'm sharing our story to raise awareness for Prader-Willi syndrome and the need for research, advocacy, and support. Join me in making our voices heard! Learn more about Rare Disease Day and Prader-Willi syndrome by visiting https://www.pwsausa.org/pws-rare-disease-day/.
#RareDiseaseDay🦓 #PWSAwareness #PWSProud

💜 Today, I'm standing with the Prader-Willi syndrome (PWS) community for Rare Disease Day! PWS is a rare genetic condition, but with awareness, advocacy, and support, we can make a difference. Join me in sharing your story and spreading hope!
#RareDiseaseDay🦓 #PWSAwareness #PWSProud

🌍 Rare diseases aren't rare—awareness is. This Rare Disease Day, I'm proud to share our journey with Prader-Willi syndrome to help educate, advocate, and connect with others who understand. Together, we can create change! Learn more:
https://www.pwsausa.org/pws-rare-disease-day/
#RareDiseaseDay🦓 #PWSAwareness #PWSProud

PERSONAL & HEARTFELT CAPTIONS

💙 My [child/sibling/family member/friend] is one of the 300 million people worldwide living with a rare disease. Every day, they show strength, resilience, and joy in ways that inspire me. This Rare Disease Day, I'm honoring them by raising awareness for Prader-Willi syndrome and all rare diseases. Let's make their voices heard!
#RareDiseaseDay🦓 #PWSAwareness #PWSProud

🦋 Life with Prader-Willi syndrome has its challenges, but it also brings incredible moments of love, joy, and resilience. On Rare Disease Day, I share our story to celebrate my [child/sibling/family member/friend] and to ensure that those living with PWS receive the care, research, and support they deserve.
#RareDiseaseDay🦓 #PWSAwareness #PWSProud

PERSONAL & HEARTFELT CAPTIONS (CONT.)

💜 Some heroes don't wear capes—they live with rare diseases. My [child/sibling/family member/friend] is one of them, and today, on Rare Disease Day, I'm proud to honor them by raising awareness for Prader-Willi syndrome. Let's make sure no one faces rare alone.
Learn more: https://www.pwsausa.org/pws-rare-disease-day/
#RareDiseaseDay🦓 #PWSAwareness #PWSProud

SHORT & IMPACTFUL CAPTIONS (GREAT FOR X, INSTAGRAM STORIES, OR TIKTOK)

Standing with the PWS community this #RareDiseaseDay! Join me in raising awareness.

It's Rare Disease Day! Help spread awareness for the 1 in 10 people worldwide living with a rare disease. #RareDiseaseDay #PWSAwareness #PWSProud

Awareness leads to action! Share this post and help amplify the voices of the rare disease community. #RareDiseaseDay #PWSAwareness #PWSProud

CALL-TO-ACTION CAPTIONS

🦓 Rare Disease Day is Feb. 28! Want to help raise awareness for Prader-Willi syndrome? Visit (link) to find several ways you can get involved and show your support. Every voice makes a difference! #RareDiseaseDay🦓 #PWSAwareness #PWSProud

YOU can help raise awareness for rare diseases! Join me in spreading the word about Rare Disease Day, learning about Prader-Willi syndrome, and supporting families like ours. Let's make an impact together. Link: https://www.pwsausa.org/pws-rare-disease-day/
#RareDiseaseDay🦓 #PWSAwareness #PWSProud