**Sample Partner Email about Yellow and Red Ribbon Initiative**

At [insert company/organization], we are [participating in/supporting] an initiative to raise awareness about COVID-19 vaccination. As part of the [This Is Our Shot Project](http://nam.org/ThisIsOurShot), manufacturers in the United States are spearheading a campaign to educate the industry and get their coworkers, family and communities to wear yellow and red ribbons when they safety get a COVID-19 vaccination.

The goal with the yellow and red ribbons is to help others see the difference we can all make—to protect each other and end this pandemic. In that way, the ribbons serve a similar purpose as “I Voted” stickers or anti-cancer wrist bands, building awareness and commitment to the cause of a better future. Yellow stands for support, and red represents care.

We hope you might join us in advancing the project—to help accelerate the end of this pandemic. You can learn more or access the resources at [NAM.org/ThisIsOurShot](http://nam.org/ThisIsOurShot).