

A wide-angle photograph of the Boston skyline at sunset. The sun is low on the horizon, casting a golden glow over the water and the city. The buildings are silhouetted against the bright sky. The water in the foreground is dark with some ripples, and the sun's reflection is visible on the right side.

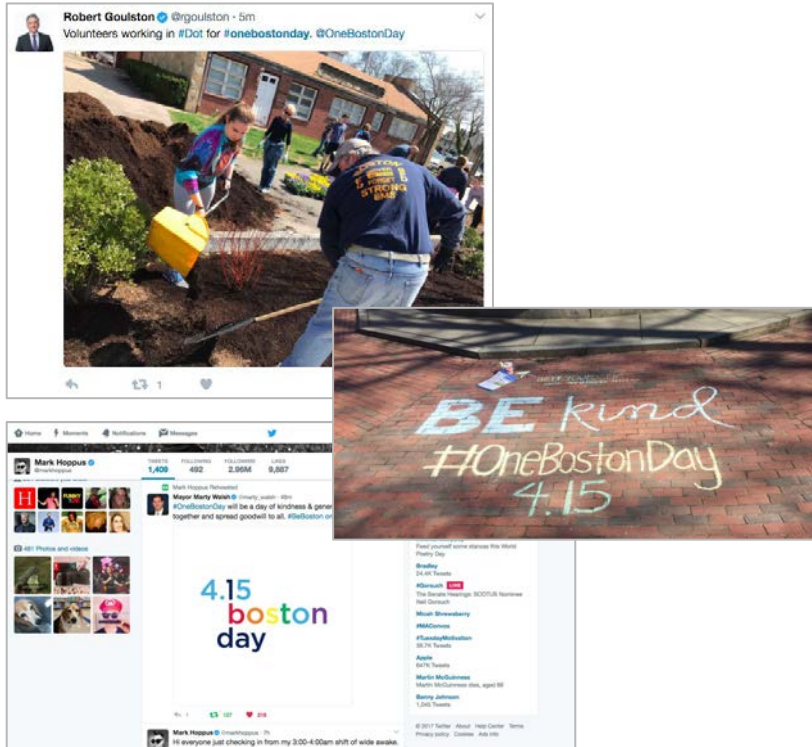
4.15
boston
day

What is One Boston Day?

In 2015, Mayor Martin J. Walsh proclaimed April 15 as “One Boston Day.” One Boston Day is an opportunity to honor the resiliency, generosity, and strength demonstrated by the people of Boston in response to the 2013 marathon tragedy—and to celebrate one another as Bostonians. We’ll never forget those we lost and all those affected, and we’ll use those memories to strengthen our shared values and connections. On every April 15, we’ll remember what makes Boston great by doing good in our communities.

www.onebostonday.org

How do I participate?



Since its founding, Boston has served as a beacon of hope and strength for the rest of the world. On One Boston Day, we show the world that Boston's flame burns as bright as ever.

One Boston Day is an opportunity for citizens, businesses, and organizations to display their humanity and bring neighbors together. We encourage acts of kindness big and small.

During 2020's coronavirus pandemic, One Boston Day will look very different and be celebrated virtually. We encourage you to stay home, stand together by staying apart, and show your love and appreciation online.

- Download the suggested acts of kindness checklist from the onebostonday.org homepage.
- Share on social media with #OneBostonDay
- Logos and social media assets can be downloaded here: onebostonday.org/downloads/

How do I talk about One Boston Day online?

General Messaging Examples:

- April 15th is a day to remember the generosity, resiliency, and strength demonstrated in the wake of tragedy.
- #OneBostonDay is a time to remember the outpouring of kindness from our community in the wake of tragedy.
- #OneBostonDay is an opportunity to help a neighbor, friend, or stranger in the spirit of kindness.
- On #OneBostonDay, we look for ways to strengthen our communities through acts of service.
- #OneBostonDay is a chance for us to embrace the common ground we stand on.
- The message of #OneBostonDay is simple: Be kind.
- For #OneBostonDay, I will...

Calls to Action:

- What will you do?
- How will you honor #OneBostonDay on April 15?
- Pledge an act of kindness, big or small, using #OneBostonDay.
- Visit onebostonday.org to see how your neighbors participate in #OneBostonDay.
- Visit onebostonday.org to see how the community gives back.
- Check out onebostonday.org for downloads, videos, and more.

Additional Resources

- **Press Page:** <http://www.onebostonday.org/press/>
- **One Boston Day on GitHub:** <https://github.com/CityOfBoston/onebostonday>