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Media Toolkit

COVID
UNSUNG
HEROES
AWARDS
CELEBRATING WOMEN IN STEM





COVID is not the only thing that has changed our world.

Women in STEM have significantly helped to improve the lot of individuals, communities and the economy throughout the pandemic. However, the names and actions of many of these women remain unknown. We want to change that.

The nomination process and the Awards themselves, are a way for us to share and celebrate the stories of COVID unsung heroes. We aim to shine a light on women in STEM whose actions and brilliance have helped, and continue to help, many through these unprecedented times. We have a social media audience of 45,000 people, and will look to reach as many of them as possible with this message.

About the Awards

The nominations and lead up to the Awards will explore the following themes:

What is a Hero? – Awareness

We will shine a light on the many STEM roles of which the general public may not be aware. Such roles are likely to include those of lab technicians, engineers, healthcare scientists, data modelling and academic researchers, among others. The aim is to change ideas around what a hero looks like.

What is a Hero? – Recognition

We will recognise women who, through STEM, have played an essential role in finding solutions to COVID-19. We will share and celebrate their work.

What is a Hero? – Inspire

We aim to inspire more women and girls to consider a STEM career and help them to understand how this work might help them to contribute to society as a whole.

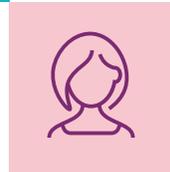
Engage to support the project

The project will encourage conversations around what it means to be a hero as well as work done in this sphere. The work will aim to inspire girls and women to consider pursuing a STEM career.

Don't forget to tag us [@thewisecampaign](#)

#CUHA22

For COVID Unsung Heroes Awards



Nomination process

• Twitter

Please use the following format:

At *@companyname*, we're celebrating *@hero* for going above and beyond in her response to COVID19. We have nominated her for a *[insert award category]* @thewisecampaign.

Learn more: link to WISE site #CUHA22

• Facebook / Linked In / Instagram

Please use the following format:

At *@companyname*, we're celebrating *@hero* for going above and beyond in her response to COVID19 and have nominated her for a *[insert award category]* because *[insert reason for nomination]* @thewisecampaign.

Learn more: link to WISE site #CUHA22

If you've been nominated:

Once you have been nominated you will receive a digital certificate. Please share this on your social media accounts and explain why you were nominated @thewisecampaign #CUHA22



How to get involved with the conversation:

- Follow #CUHA22
- Follow our social channels.
- Keep an eye out for our posts, we will be sharing.
- What is a hero? Let's talk about STEM roles of which people might not be aware.
- What is a hero? Stories of Nominees, WISE Ambassadors, WISE Young Professionals Board, WISE Senior Leadership Team, and our Sponsors.





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