



## **UKRAINE SOLIDARITY MEDIA KIT**

For DMOs and tourism industry leaders

# WHAT THIS IS ABOUT

*“Now every voice is valuable and important to us.”*

– Ivan Liptuga, President at National Tourism Organization (NTO) Ukraine

Ukrainian DMOs and tourism operators have joined the resistance against Russia's invasion. The leader of Ukraine's national DMO asks all destinations and tourism leaders to express solidarity with the people of Ukraine through corporate channels and professional networks.

This media kit gives the tourism industry a simple and meaningful way to support Ukraine from afar during this time of urgent need.

# LET'S MAKE SOME NOISE

This kit contains messaging, sample social media copy, and images suitable for the web. Use these to create messages for your DMO's corporate communications or your professional network.

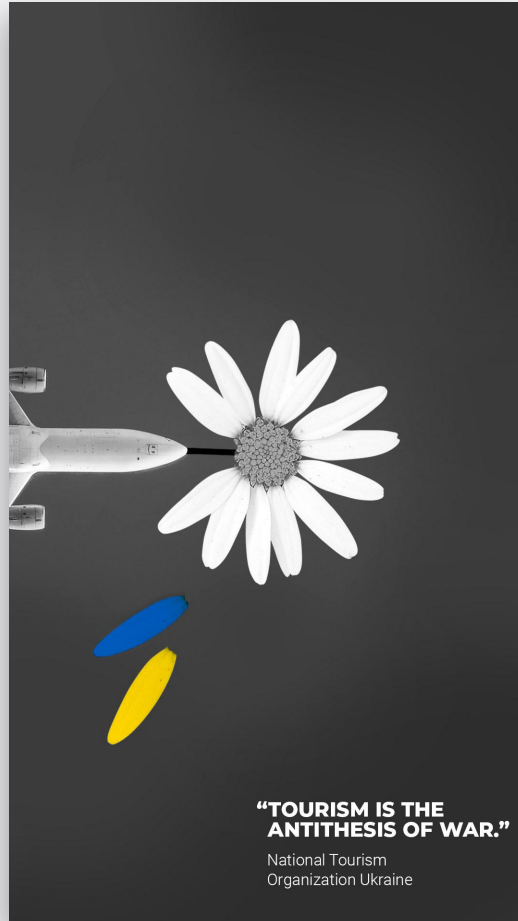
Show support in your DMO's newsletter, web content, and social media; with sidewalk chalk, on a billboard, during a presentation, or anywhere you can make a meaningful public statement. Use the hashtag #ScreamforUkraine to join the effort started by NTO Ukraine and World Tourism Network.

# SOLIDARITY MESSAGING

- We stand in solidarity with National Tourism Organization Ukraine against war and genocide.
- Join in and #ScreamforUkraine by sharing this message through your professional networks and corporate channels.
- Tourism is a force for peace. We do not take for granted the ability to travel freely and for leisure.
- The Russian invasion of Ukraine is a humanitarian disaster, and we must speak out against it.
- Today, Ukraine's DMOs and tourism professionals are using their skills and networks to resist invasion.
- One of our colleagues, Ivan Liptuga, President of NTO Ukraine, reached out to ask DMOs and other tourism leaders to show solidarity.
- Ivan says, "The best help will be a public reaction of the leaders of various destinations and DMOs in support of Ukraine. These can be both open statements on their resources, and various marketing campaigns. Now every voice is valuable and important to us."
- NTO Ukraine also asks the tourism industry to stop doing business with Russia.
- We encourage you to donate to [chosen NGO].

## TOURISM FOR PEACE

#ScreamforUkraine



## IMAGES FOR THE WEB

These images are available in horizontal, vertical, and square formats.

[Download all images here.](#)

# SAMPLE SOCIAL MEDIA COPY

The team at [DMO or business name] stands in solidarity with the people of Ukraine and all those impacted by war. Tourism is a force for peace, and your voice counts. #ScreamforUkraine

Our colleagues in Ukraine ask for travel and tourism leaders to speak out against military aggression. "Now every voice is valuable and important to us."  
#ScreamforUkraine [link to a statement]

NTO Ukraine says "Tourism is the antithesis of war," and we agree! Let's raise our voices in support of the people of Ukraine and our tourism colleagues resisting invasion. #ScreamforUkraine

## **LEARN MORE ABOUT NTO UKRAINE AND HOW TO SUPPORT HUMANITARIAN EFFORTS**

**NTO Ukraine website** – Here, you can donate directly and learn more about #ScreamforUkraine.

**Interview with Ivan Liptuga** – Ivan shares how Ukraine's DMOs and other tourism colleagues are taking part in the resistance to Russia's invasion. You will also find a list of more organizations requesting donations to support people on the ground.