



2018 Global Pulse Day GUIDELINES

How to Hold an Official Global Pulse Day Event



Register your event:

<http://pulses.org/register-global-pulse-day>

#GlobalPulseDay #LovePulses

<http://pulses.org/global-pulse-day>

Description

February 10, 2018 will be the third-ever Global Pulse Day, a global event to celebrate pulses and continue the important gains made with 2016 International Year of Pulses. The first Global Pulse Day took place on January 6, 2016 as “Pulse Feast”, with 141 events spanning 36 countries, reaching 21 million people.

What can you do for Global Pulse Day?

First, encourage people around the world to eat pulses on February 10, 2018 - or choose an alternative date in the week immediately preceding or following February 10. Second, you can raise awareness on the multiple benefits of consuming pulses for people and the planet.

Any event can qualify as an official Global Pulse Day event, from a family meal with pulses on the menu to a large corporate party to a seminar on pulses. There is no limitation on number of people attending your Global Pulse Day event (from 2 to 20,000). Anybody can participate in any corner of the globe and share their Global Pulse Day event with the rest of the world by linking to LovePulses either by posting information about your event on social media and using the hashtag #GlobalPulseDay or #LovePulses or emailing us at.

globalpulseday@globalpulses.com

What can you do for Global Pulse Day?

- A day featuring pulses served at your facility or with your family
- Corporate lunch with employees and partners
- Seminar/Symposium/Lecture
- A dinner with friends
- A meal at a restaurant
- Donations of pulses
- A song or video (or other artistic creation) in honor of pulses or your favorite pulse-based meal

Where can an official Global Pulse Day event take place?

A Global Pulse Day event can take place anywhere. Here are a few examples of locations:

- Restaurant
- Company facility
- Someone's home
- Event venue
- School or University
- Public area

What are the requirements to be an official Global Pulse Day event?

An official Global Pulse Day event can take any shape and be organized by anyone in the world as long as it meets the following four requirements:

- 1** Pulses must be on the menu or be featured in your event/creation (any type of pulse, any type of meal, any type of cuisine, any type of catering).
- 2** Make reference to Global Pulse Day using the hashtags #GlobalPulseDay or #LovePulses.
- 3** Be registered with us (please visit <http://pulses.org/global-pulse-day> or contact at globalpulseday@globalpulses.com)
- 4** Share information about the event/happening/creation with LovePulses campaign: livestream video, recorded film, photos by using #GlobalPulse-Day in your posts or emailing us directly with the material at globalpulseday@globalpulses.com.

How can I share my official Global Pulse Day event with the rest of the world?

- **Use the Twitter hashtags #GlobalPulseDay or #LovePulses.**
- **Capturing images of my event:** any visual material that can be shared in social media will be of great use. Take pictures!
- **Talking about my event:** you can write a blog post before and after the event talking about why you are involved in celebrating pulses in 2018.
- **Recording parts of my event:** any type of video content (edited and non-edited) showing what your event looks like can be sent to us to be uploaded on social media platforms (#LovePulses @lovepulses is on Facebook, YouTube, Instagram, Pinterest and pulses.org)



Please visit <http://pulses.org/global-pulse-day> to review the guidelines and email us at globalpulseday@globalpulses.com if you have any questions. We can help promote your pulse-related activities.

Happy Global Pulse Day!

