PULSES

The Future of Food

GPC
Global Pulse Confederation

World Pulses Day 2019 Guidelines
How to Hold an Official World Pulses Day Event

Description

February 10, 2019 will be the first-ever World Pulses Day, a global event to celebrate pulses worldwide and continue the important gains made with 2016 International Year of Pulses.

What can you do for World Pulses Day?

First, **encourage people around the world to eat pulses on February 10, 2019.**

Anybody can participate in any corner of the globe and share their World Pulses 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 #WorldPulsesDay and/or #LovePulses or emailing us at worldpulsesday@globalpulses.com.

Register your event by contacting us at worldpulsesday@globalpulses.com.

Share information about the event/happening/creation with the LovePulses campaign: either upload content using #WorldPulsesDay in your posts or email it to us directly at worldpulsesday@globalpulses.com.

What can you do for World Pulses 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 World Pulses Day event take place?

A World Pulses 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 World Pulses Day event?

An official World Pulses 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 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 World Pulses Day** using the hashtags #WorldPulsesDay and/or #LovePulses

3 **Be registered with us** (contact us at worldpulsesday@globalpulses.com)

4 **Create exclusive content** (videos or photos) and share using #WorldPulsesDay and #LovePulses in your posts or emailing us the content at worldpulsesday@globalpulses.com

How can I share my official World Pulses Day event with the rest of the world?

• **Use the Twitter hashtags #WorldPulsesDay 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/world-pulses-day to review the guidelines and email us at worldpulsesday@globalpulses.com if you have any questions. We can help promote your pulse-related activities.

Happy World Pulses Day!