



**143 DAY IN PA TOOLKIT:
A DAY OF KINDNESS IN PA**

May 23, 2023

ABOUT #143DayInPA

Kindness is central to Pennsylvania's culture. It's part of who we are. And, on the 143rd day of the year, May 23rd, we will once again come together to honor one of our state's most beloved sons, Fred Rogers, and to encourage Pennsylvanians to spread kindness.

Now in its fifth year, Governor Shapiro is continuing the legacy and spreading kindness throughout the state and beyond. Whether it's purchasing a gift card from a local PA restaurant, writing a thank you note for your mail carrier, or simply taking a moment to be kind to yourself, the 5th annual #143DayInPA is meant to inspire acts of kindness and gratitude to both yourself and your neighbors.

Join us on Tuesday, May 23rd to grant everyone the opportunity to show extra appreciation to everyone in their lives – coworkers, classmates, friends, teachers, family, and neighbors.

Pennsylvania native Fred Rogers, best known as Mister Rogers, regularly used 1-4-3 as a way of saying "I love you" throughout his life and on his beloved television series, *Mister Rogers' Neighborhood*. His reference was to the number of letters in each word: 1-4-3.

So, we're challenging all Pennsylvanians to show even more acts of kindness, love, and generosity to friends, family, neighbors, and even themselves on May 23, 2023.

HELP US SPREAD THE WORD

As a Pennsylvanian, here's how you can participate in the #143DayInPA movement:

- Use our branded hashtag: #143DayInPA
- Post sample messages for Instagram, Twitter, and Facebook
- Post social media banners
- Share the [Facebook Event](#)
- Visit the [1-4-3 Day website](#)

SOCIAL MEDIA

Joining the larger celebration is easy on social media! We are sharing several of our own social media campaign ideas and will be on the lookout for all Pennsylvanians to share their acts of kindness with us using the hashtag **#143DayInPA** on their social media channels.

Social Media Channels to Follow



@PennsylvaniaGov twitter.com/PennsylvaniaGov
@PADCEDnews twitter.com/PAdcednews
@visitPA twitter.com/visitPA



@PennsylvaniaGov facebook.com/PennsylvaniaGov/
@PADCED facebook.com/PADCED
@visitPA facebook.com/visitPA



@joshshapiropa instagram.com/joshshapiropa/
@visit_pa instagram.com/visit_PA/

Sample Social Media Messages

Download-res versions of these graphics for Twitter, Facebook, and Instagram at: [143 Day in PA 2023 - Dropbox](#)

TWITTER

- Save the date! 📅 #143DayInPA will be on May 23 — a day dedicated to kindness and neighborly deeds. 😊 Share your act of kindness by using the hashtag. pa.gov/143-day
- Happy #143DayInPA! 🍦 Kindness begets kindness! Tell us your act of kindness by using the hashtag! pa.gov/143-day
- Pennsylvania challenges you to share how you're treating yourself with kindness today for #143DayInPA #SelfCare. 😊 pa.gov/143-day
- Help us say thank you to those making a difference in your community. Share your acts of kindness today in celebration of #143DayInPA 🍦 🍦 pa.gov/143-day
- Take a moment to celebrate YOU! Treat yourself to a large coffee ☕, take a walk at lunch 🏡, order your favorite takeout for dinner 🍱 (or do all three!) and share your act of kindness with #143DayInPA 🍦 pa.gov/143-day

FACEBOOK

- Save the date! 📅 #143DayInPA will be on May 23 — a day dedicated to kindness and neighborly deeds. 😊 Share your act of kindness by using the hashtag. pa.gov/143-day
- Take a moment to celebrate YOU! Treat yourself to a large coffee ☕, take a walk at lunch 🏡, order your favorite takeout for dinner 🍽️ (or do all three!) and share your act of kindness with #143DayInPA 🙌 pa.gov/143-day
- Tell your neighbor you're grateful for them ❤️, give a friend a call to see how they are doing 📞, pick up groceries for a parent 🛒. Whatever you do, choose kindness, and share your good deed using #143DayInPA pa.gov/143-day
- 🙏 Honor PA's own Fred Rogers and share kindness with our helpers and neighbors for #143DayInPA — show us your good deed by using the hashtag. 😊 pa.gov/143-day
- Pennsylvanians continue to show the power of community ❤️ Celebrate #143DayInPA by completing a random act of kindness and share with us using the hashtag! 📩 pa.gov/143-day

INSTAGRAM

- Celebrate the kindness and gratitude that Pennsylvanians have for one another on #143DayInPA 🙌. Show a friend, teacher, or neighbor you care about them and share it with us by using the hashtag!
- Take a moment to celebrate YOU! Treat yourself to a large coffee ☕, take a walk at lunch 🏡, order your favorite takeout for dinner 🍽️ (or do all three!) and share your act of kindness with #143DayInPA 🙌 pa.gov/143-day
- Support a local restaurant for dinner 🍴, call a loved one 📞, or write a thank you note to a teacher. 📝 Whatever you do, just do it with kindness today on #143DayInPA 🙌
- Make today a little brighter ☀️ for a helper or your neighbor by showing them some neighborly gratitude. Share your act of kindness with us by using the hashtag #143DayInPA.
- Embrace the kindness that Pennsylvania is known for and celebrate #143DayInPA. 🙌 Take a moment to buy a stranger in line their cup of ☕ or write a thank you note 📝 to someone who needs it.

SOCIAL MEDIA BANNERS

Download-res versions of these banners for Twitter, Facebook, and Instagram at: [143 Day in PA 2023 - Dropbox](#)

