

THE MAYOR OF LONDON NEEDS YOUR HELP.

40 YOUNG LONDONERS HAVE BEEN
KILLED BY KNIFE CRIME THIS YEAR.

THAT'S 40 TOO MANY.

LONDON

NEEDS

YOU

ALIVE

DON'T CARRY A KNIFE

1

**ON NOVEMBER 15TH,
PLEASE SHARE EITHER
LINK ON TWITTER + FB**

youtu.be/loLDmvCPABE

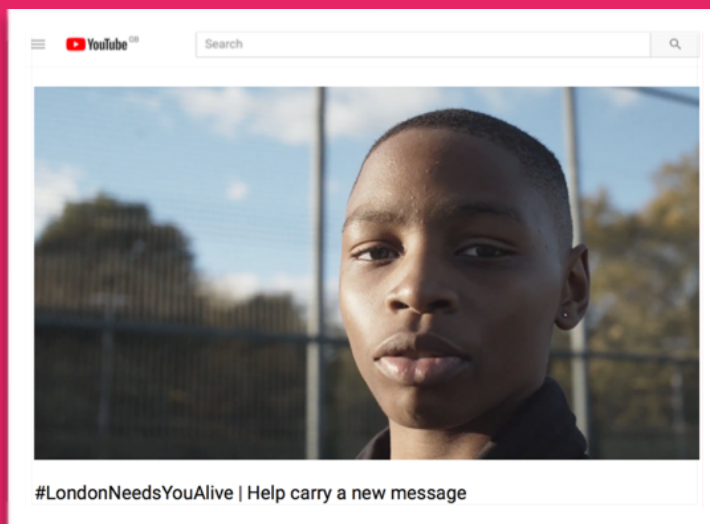
From #LondonNeedsYouAlive YouTube channel

or

youtu.be/o4ewFdCxd5Y

From the Mayor of London's YouTube channel

**with the hashtags:
#LondonNeedsYouAlive
and #LNYA**



sample tweet:

**Knives aren't keeping us safe. I'm helping to
carry a new message. youtu.be/loLDmvCPABE
[#LondonNeedsYouAlive](#) [#LNYA](#)**

2

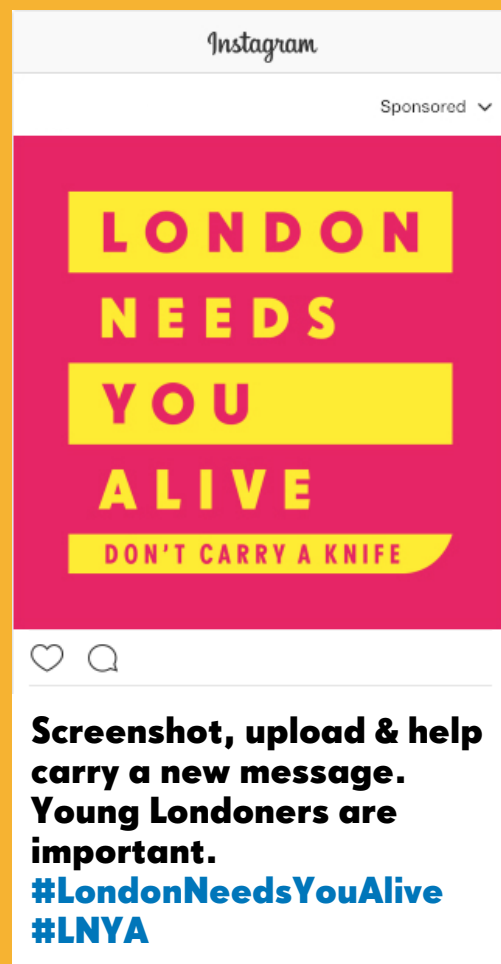
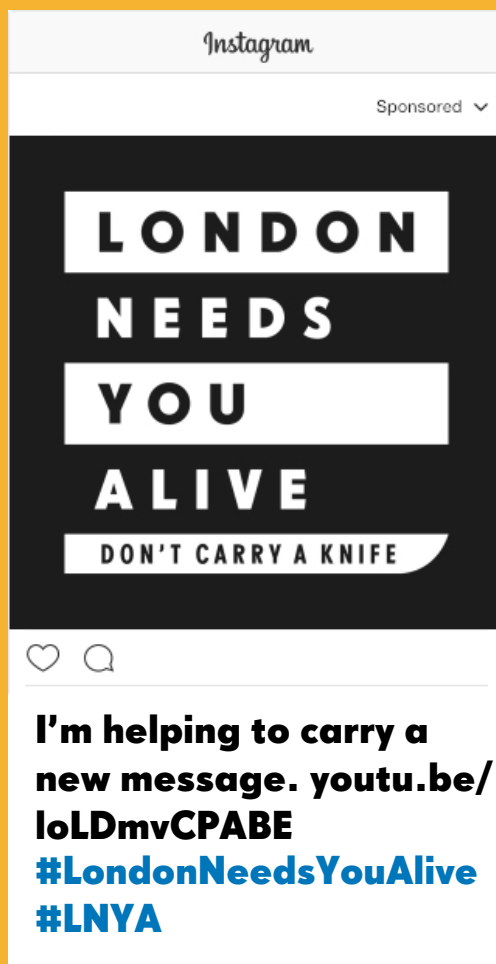
AND UPLOAD ONE OF THESE IMAGES OR VIDEOS TO YOUR INSTAGRAM

CLICK TO DOWNLOAD

with the hashtags:

#LondonNeedsYouAlive
and **#LNYA**

sample posts:



3

REALLY WANT TO HELP? TELL YOUR FOLLOWERS WHY YOU DON'T CARRY A KNIFE - EITHER AS A TWEET OR AN INSTAGRAM VIDEO



**WATCH BOSSMAN BIRDIE'S
VIDEO EXAMPLE HERE...**

with the hashtags:
#LondonNeedsYouAlive
and **#LNYA**

**YOUR VOICE
CAN MAKE
A HUGE
DIFFERENCE TO
A GENERATION
OF YOUNG
LONDONERS.**

THANK YOU.

LONDON

NEEDS

YOU

ALIVE

DON'T CARRY A KNIFE

Visit <http://www.london.gov.uk/london-needs-you-alive> for information about organisations who can help if you've been affected by knife crime.