

L.O.V.E.
is the answer™

5th Annual L.O.V.E. Is The Answer Day

Sunday, September 17, 2023

A global celebration of putting love into action

www.trylovenow.com





On Sunday, September 17, 2023, people around the world will be putting L.O.V.E. into action in their community during the 5th Annual L.O.V.E. Is The Answer Day and taking the L.O.V.E. Is The Answer Pledge:

I pledge to **LEARN** about the people in my community, to unconditionally **OPEN** my heart to their needs as if they were all immediate family members, to **VOLUNTEER** to be part of the solution in their lives during both good and challenging times, and to **EMPOWER** everyone I meet to do the same as if our lives depended on each other.



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There are Lots of Ways to Participate:

- Post a “Profiles of L.O.V.E.” Video on social media using the hashtag #trylovenow (see next page for details) and challenge your friends to do the same.
- Join a Mural Painting Event in your area (see pages 5-6 for details).
- Help a stranger in need (like the older couple down the street that could use some help sprucing up their yard)
- Donate your time, talents, or treasures in service of a local nonprofit.
- Create a L.O.V.E. Garden (see <https://trylovenow.com/l-o-v-e-gardens/> for details).
- Watch the film “WALKING WHILE BLACK: L.O.V.E. Is The Answer” at home with friends or with an organization in your community that has licensed the film.
- Combine these and other elements like music, food trucks, and games to create a community-wide L.O.V.E. Is The Answer Day Festival.
- Create other expressions of putting L.O.V.E. into action in your community.



Profiles of L.O.V.E.

Participate in L.O.V.E. Is The Answer's "Profiles of L.O.V.E." challenge by taking a video of yourself sharing information about who you are, a challenge you've overcome, how you give back, and something to inspire viewers to live their life with L.O.V.E., which stands for "LEARN about others, OPEN your heart to their needs, VOLUNTEER to be part of the solution in their lives, and EMPOWER others to do the same." Learn more and join the movement at www.trylovenow.com.

SCRIPT

Learn: Say "Aloha, I'm _____ (your name) and some fun facts people should learn about you like where you are from, where you live, hobbies, something you're afraid of (like spiders), favorite food, etc.

Open: Talk about a challenge you've experienced and how you dealt with it? What did you learn? Etc. Note: It doesn't have to be something that "happened to you." Instead, it can be something you did to someone else and you had to take steps to repair the relationship.

Volunteer: Share how you exercise social responsibility (how you give back) and why.

Empower: If you knew this was your last day on earth, and Lester Holt from NBC news invited you to share one last message with the world to inspire people to "be good to yourself and others," what would you say?

End with a big smile and: "L.O.V.E. Is The Answer!" After you complete your video, post it online using hashtag #trylovenow along with this script.



Mural Painting Events

- Donate wall space on the outside or inside of your building for a permanent mural exhibit.
- Join or create a local committee to help make the day a success!
- Participate as a mural designer or painter.
- Sponsor mural painting supplies, sunscreen, wellness supplies, food, beverages, seated massage or other wellness activities, children's activities, or other supplies to help make the day fun and safe.
- Ask your local elected officials to issue a proclamation declaring 9/17 as L.O.V.E. Is The Answer Day.
- Help spread the word to media, sponsors, and volunteers.
- Purchase L.O.V.E. Is The Answer books at <https://trylovenow.com/read-the-book/> to give away to your fellow committee members, mural painters, and your local peace officers and students.
- Help set up and/or clean up.
- Help send out thank you letters to all of the volunteers, sponsors, media, and others.

Sample Murals & Other Activities



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What is L.O.V.E. Is The Answer?

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It all started with our film. **WALKING WHILE BLACK: L.O.V.E. Is The Answer** was released in February 2017. It won several awards, and quickly began to break down barriers and build bridges between people.



The late Congressman Elijah Cummings was a huge supporter of the film and the L.O.V.E. Is The Answer movement. He hosted two pivotal screenings of our film: one at the Congressional Black Caucus conference in Washington D.C. in 2017 and another in Howard County, MD, that led to sweeping changes in their police department, including the hiring of that department's first Black female chief.

www.trylovenow.com

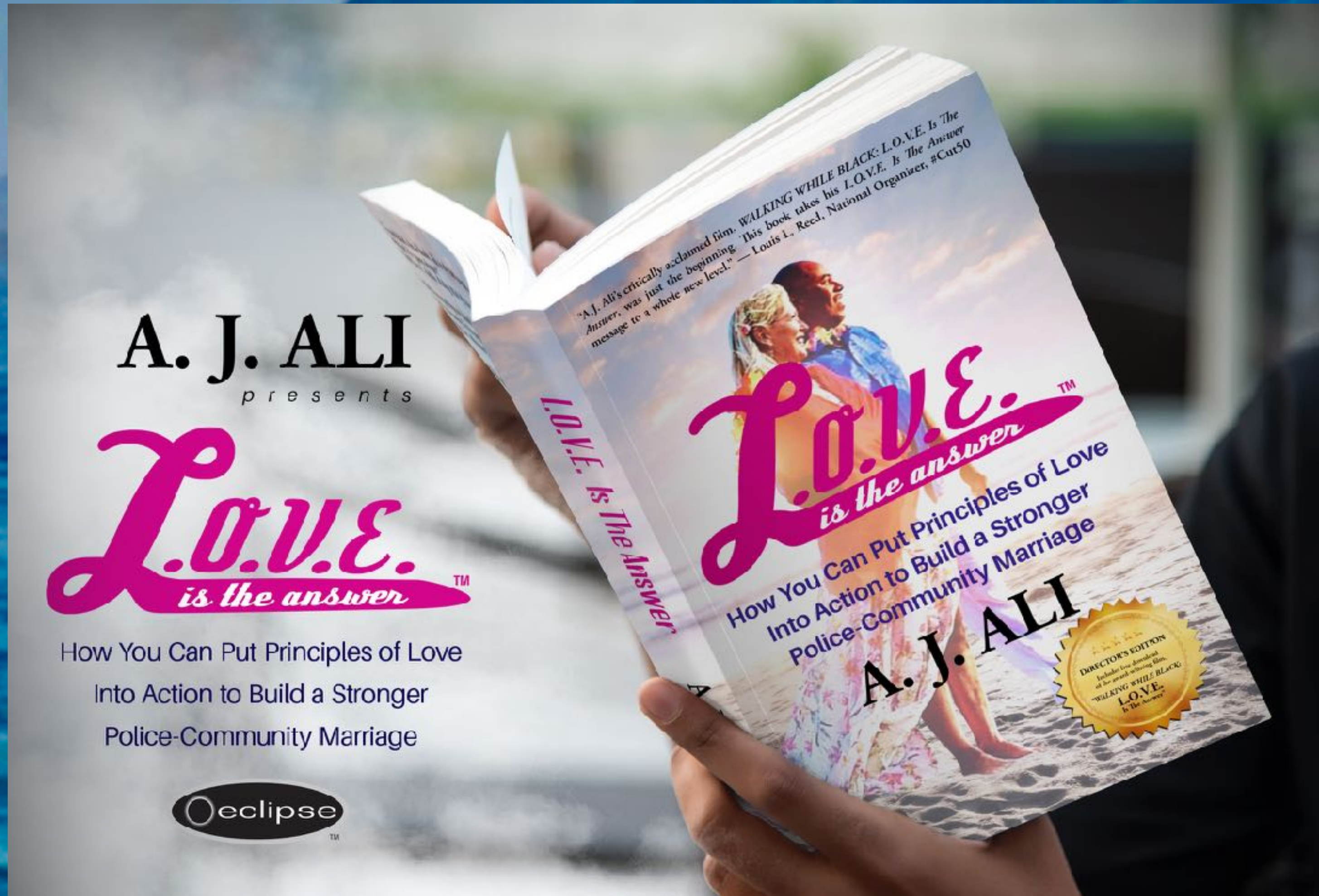


Since the February 2017 debut of our award-winning film, L.O.V.E. Is The Answer has led hundreds of film screenings, workshops, webinars, conferences, and other educational events throughout the U.S.



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The L.O.V.E. Is The Answer book was published in 2020 as a companion to the film, and became an instant classic. It's being used not only by law enforcement agencies and social justice groups, but by companies improving diversity/equity/inclusion (DEI) methods, ministries, schools, those seeking a closer relationship, and many others!





L.O.V.E. Is The Answer provides tools and safe “re-humanization spaces” for peace officers and other community members to grow closer.

Police Reach Out to Community, Engage in One-on-One, Heart-to-Heart Dialogue

‘Community Dialogue Meeting’ praised by participants, some hail the outreach as another sign the Department has entered a new era of greater transparency

By EDDIE RIVERA, Community Editor, Photography by JAMES CARBONE

Published : Friday, September 6, 2019 | 4:49 AM

Like 6 Tweet Share Pin it 51K+ Share 26



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Why is L.O.V.E. Is The Answer needed?



One look at any news program, any day of the week, will show you why L.O.V.E. Is The Answer is needed

Top stories

At least 10 dead in Buffalo supermarket shooting



NBC NEWS

10 killed, 3 wounded in racist shooting at Buffalo supermarket, officials say

18 hours ago

USA Today

Buffalo shooting kills 10 at supermarket; Payton Gendron arraigned



13 hours ago

Democrat and Chronicle

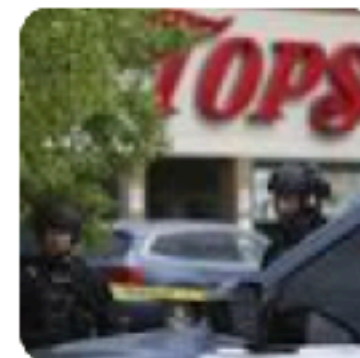
'Shocked and deeply saddened.' What we know now about Tops mass...



3 hours ago

AP News

10 dead in Buffalo supermarket attack police call hate crime



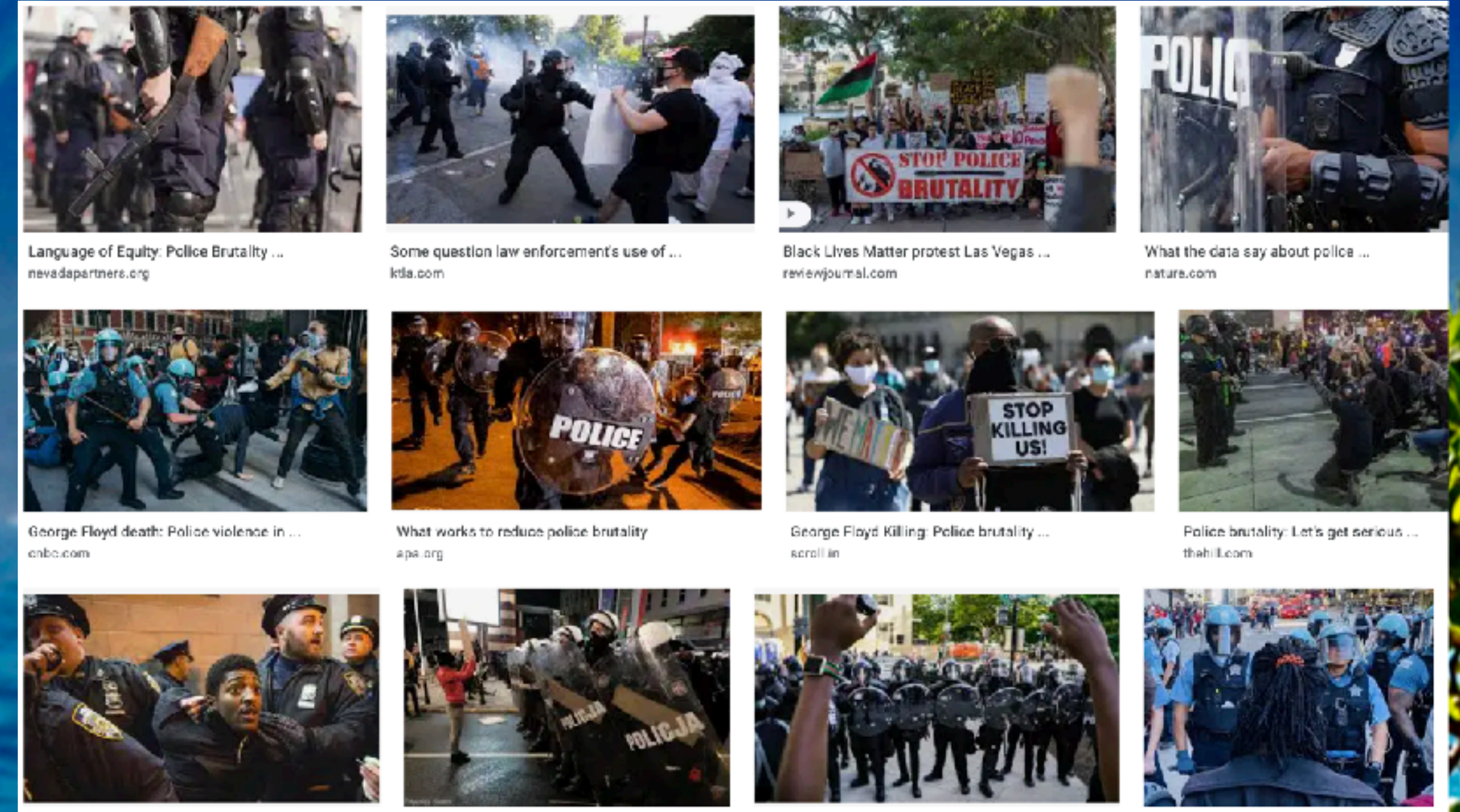
13 hours ago

The Washington Post

Buffalo shooting kills 10: Live updates



LIVE 22 mins ago





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What are the L.O.V.E. Is The Answer principles?
LEARN about people, **OPEN** your heart to their needs, **VOLUNTEER** to be part of the solution in their lives, and **EMPOWER** others to do the same.



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LEARN ABOUT THE PEOPLE IN YOUR COMMUNITY

LEARN about your community and the people within it. For peace officers, that means embracing true community policing with the L.O.V.E. Is The Answer Principles as the standard of every interaction, listening to people, getting to know them, serving them and earning their trust. Ministries, make sure there is at least one person from your ministry serving as a chaplain with your local law enforcement and public safety offices. Learn about the adversity our peace officers face, both in the community and within their own department. Companies, seek out ways to nurture and employ members of your community that have been marginalized. Take an active interest in learning about the specific needs of the community.



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OPEN YOUR HEART TO THE NEEDS OF THE PEOPLE IN YOUR COMMUNITY

OPEN your heart to the humanity in the community. After you take the time to learn, let that knowledge enter your heart. As knowledge seeps into the heart, something magical happens — you start to relate and care on a deeper level. Views and solutions become two-way, not just one-way. Patterns of respect and commitment develop and real relationships are built.



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VOLUNTEER YOURSELF TO BE PART OF THE SOLUTION IN THE LIVES OF THE PEOPLE IN YOUR COMMUNITY

VOLUNTEER yourself to be part of the solution. Let yourself go there – into that place that makes you both professional AND human. It's OK. It's not a weakness. It's a strength. Change the mindset from "us versus them" to "we're all in this together." Treat every person you deal with like they are your most favorite member of your family and pretty soon, that's exactly what they will become.



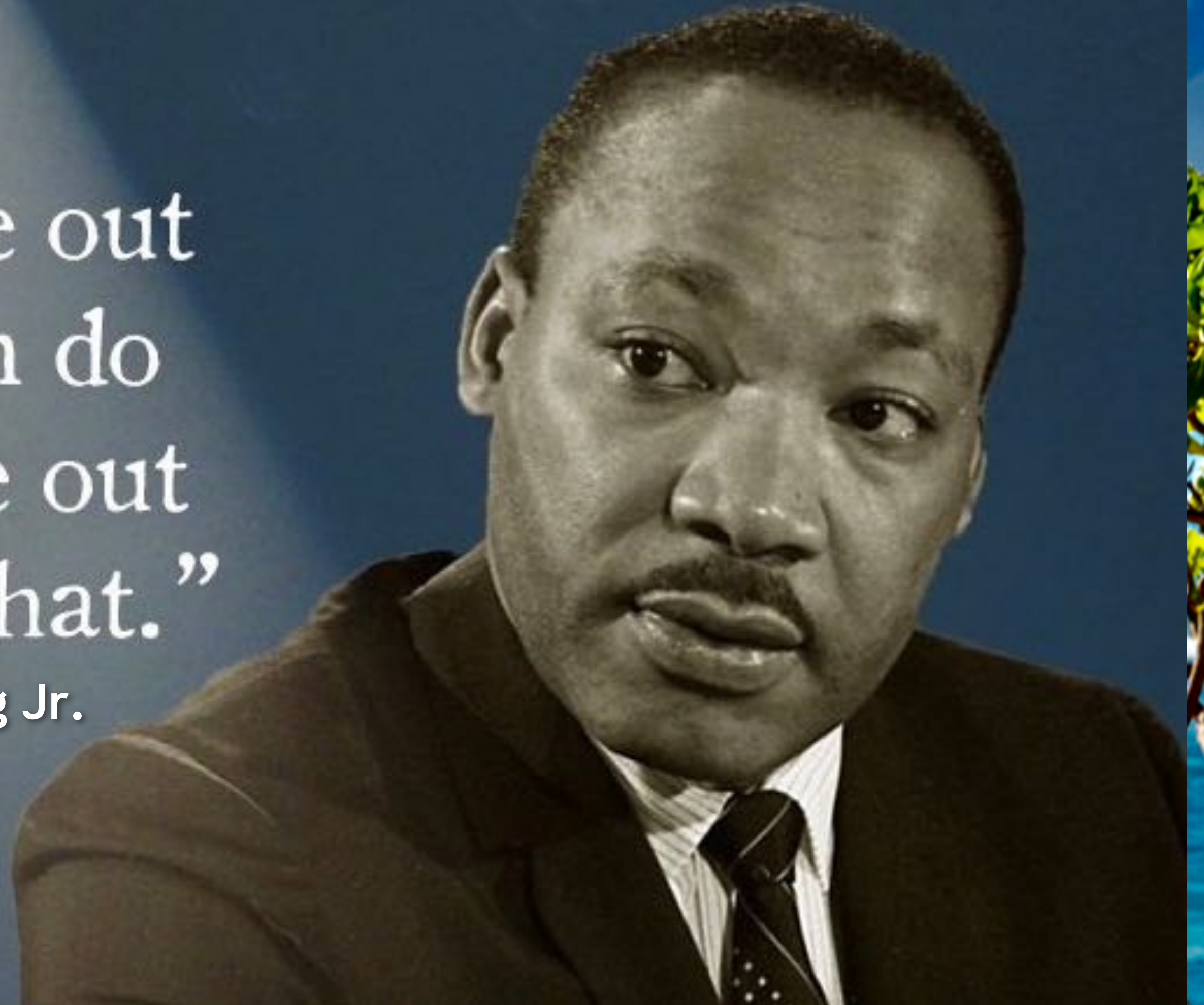
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EMPOWER OTHERS TO DO THE SAME

EMPOWER others to do the same. As you practice the first three steps (LEARN, OPEN, & VOLUNTEER), reach out to others in your life to encourage them to do the same thing. When you do this, you'll start to experience a change in attitudes and a stronger community.

“Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.”

Martin Luther King Jr.



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Let's put L.O.V.E. into action in our community!

Three things will last forever--faith, hope, and love--and the greatest of these is love. — 1 Corinthians 13:13 — www.trylovenow.com



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Join us 9/17/23 for L.O.V.E. Is The Answer Day!

In addition to dozens of local events, the day will end with a Global Zoom from 2 to 4 pm pacific time (5 to 7 pm eastern), where representatives of local events are invited to show off their murals, gardens, and other activities and share inspirational stories about what L.O.V.E. Is The Answer means to their community. Visit www.trylovenow.com for the full schedule of events.