



Breaking Free Day

MEDIA TOOLKIT

November 2025
breakingfreeday.org

Table of Contents

About Us	3
Details	4
Links to Resources	5
Contacts & Info	6
Social Media Directions	7
Press Release	13
Social Media Images	14



About Us



What is Breaking Free Day?

Breaking Free Day is an online event on Monday, November 17, 2025, that was established to celebrate the stories of all those who quit nicotine, or are still on their journey to a nicotine-free life. This event provides community support, tools and resources to assist all those seeking to break free from nicotine.

Facts

THE CHALLENGE

Nicotine Products destroying the health and wellbeing of individuals and our community.

- According to the CDC, Menthol in cigarettes can make it more difficult to quit smoking.
- Nicotine use continues to increase in vulnerable populations, including youth, adolescents, and pregnant women.
- Neighborhoods with a lot of tobacco stores are linked to more young people smoking, especially if those stores are close to where they live.

OUR MISSION

To provide support to those who are interested or on their journey to quitting nicotine.

- We provide resources and useful tools for quitting nicotine
- We foster a kind safe space where you can share your story
- We connect you to a kind and positive community of support

Details

Who? What?

Where? When?



Organization:

Ampify!

Event Title:

Breaking Free Day

Main Speaker:

Dr. Karen Beard

Date:

November 17, 2025

Time:

10:00AM (PST) / 1:00PM (EST)

Location: Zoom Conference [RSVP Page](#)

Links & Resources



Main Website <https://www.breakingfreeday.org/>

Celebration Kit Page: <https://www.breakingfreeday.org/celebration-kit>

Registration: [RSVP Page](#)

Breaking Free Day Resources <https://www.breakingfreeday.org/resources>

Amplify Cessation Page <https://www.amplify.love/cessation-support>

Kick It Now Dear Brother Page <https://www.amplify.love/post/dear-brother>

Kick It Now Dear Sister Page <https://www.amplify.love/post/dear-sister>

Spiral Up App <https://spiraluplite.org/>

AATCLC Page: <https://www.savingblacklives.org/>

Contacts



Dr. Karen J Beard, EdD

Certified Tobacco Treatment Specialist

drbeard@amplify.love

AMPLIFY! The African American Statewide Coordinating Center

1.888.881.6619 Ext.107

www.amplify.love

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Program Manager

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AMPLIFY! The African American Statewide Coordinating Center

1.888.881.6619 Ext.104

www.amplify.love

Social Media



BREAKING FREE DAY HANDLES



INSTAGRAM
@thebreakingfreeday



FACEBOOK
/thebreakingfreeday

4:5 Post



Vertical Story



Social Media



POST #1

4:5 Post



CAPTION:

Mark your calendar for Breaking Free Day! This nationwide online event celebrates those who quit nicotine, or are on their journey to a nicotine-free life. Tune in on Monday Nov 17, 2025 at 10AM Pacific Time / 1PM Eastern Time.

HASHTAG:

#breakingfreeday

Vertical Story



LINK:

<https://www.breakingfreeday.org/>



HIGH RESOLUTION SOCIAL IMAGES ARE ATTACHED AT END OF THIS DOCUMENT



Social Media



POST #2

4:5 Post



CAPTION:

This national online event is to celebrate your liberation from nicotine and support others on their journey. This is your chance to connect with others and take steps toward a healthier, stronger you! Monday Nov 17, 2025 at 10AM Pacific / 1PM Eastern RSVP Today at [breakingfreeday.org](https://www.breakingfreeday.org)

HASHTAG:

#breakingfreeday

Vertical Story



LINK:

<https://www.breakingfreeday.org/>



HIGH RESOLUTION SOCIAL IMAGES ARE ATTACHED AT END OF THIS DOCUMENT



HASHTAG POST

4:5 Post



CAPTION:

Don't forget to post your Breaking Free Day stories and experiences! Use the hashtag **#breakingfreeday** to celebrate your liberation from nicotine, or are still on their journey to a nicotine-free life. Taking place on Monday Nov 17, 2025, RSVP on our website: [breakingfreeday.org](https://www.breakingfreeday.org)

HASHTAG:

#breakingfreeday

Vertical Story



LINK:

<https://www.breakingfreeday.org/>



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ATTACHED AT END OF THIS DOCUMENT**



Social Media



ABOUT US POST

4:5 Post



CAPTION:

Join us for Breaking Free Day! This is an empowering online event to celebrate liberation from nicotine. RSVP Today! Taking place on Monday Nov 17, 2025- 10AM Pacific / 1PM Eastern
Learn more at [breakingfreeday.org](https://www.breakingfreeday.org)

HASHTAG:

#breakingfreeday

Vertical Story



LINK:

<https://www.breakingfreeday.org/>



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Social Media



Post



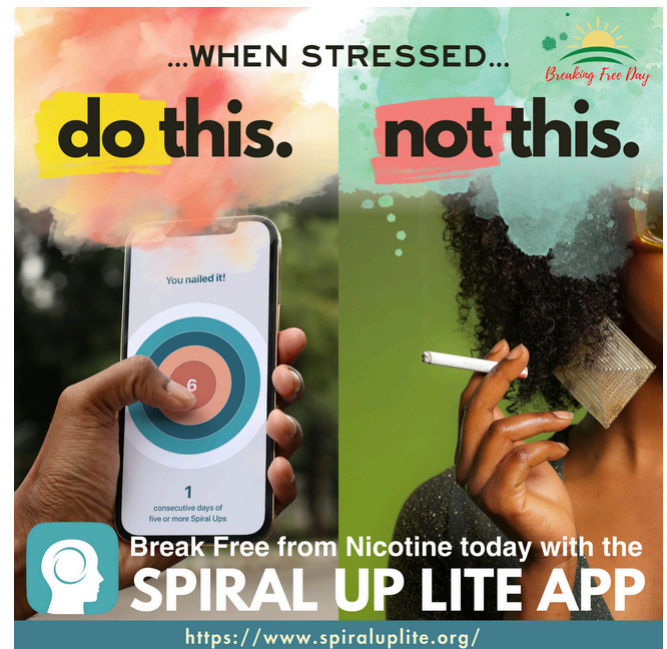
CAPTION:

Do you want to a nicotine-free lifestyle?
Join us for Breaking Free Day and Break
Free from Nicotine today!
Learn more at www.breakingfreeday.org

HASHTAG:

#breakingfreeday

Post



CAPTION:

Start your journey to a nicotine-free life
with the Spiral Up Lite App!
Learn more about Breaking Free from
nicotine at www.breakingfreeday.org

LINK:

<https://www.breakingfreeday.org/>



**HIGH RESOLUTION SOCIAL IMAGES ARE
ATTACHED AT END OF THIS DOCUMENT**



Press Release



FOR IMMEDIATE RELEASE

Contact:

Dr. Karen J Beard, CTTS Amplify Tobacco Treatment Specialist/Celebration

Founder Phone: (727) 512-1880

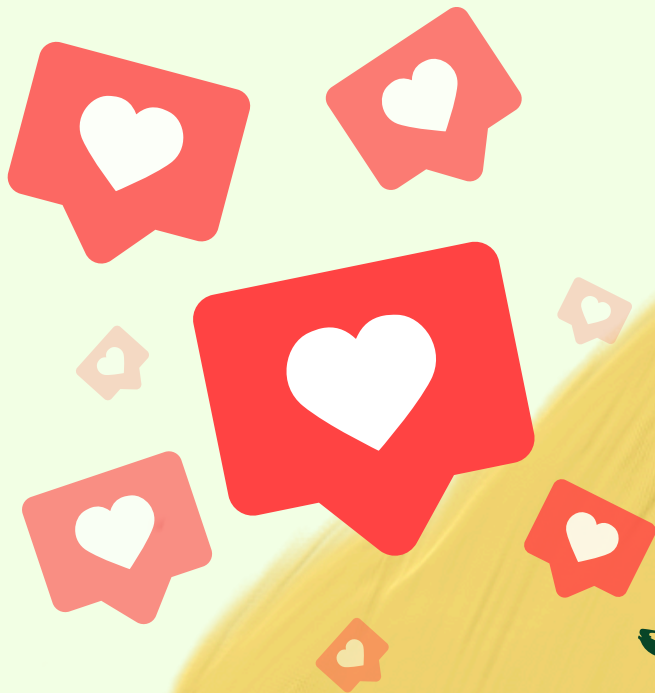
Email: drbeard@amplify.love

Celebrate Breaking Free from Nicotine Day: Join Us for a Day of Triumph and Pride

— San Francisco, CA — Amplify is proud to announce the second annual Breaking Free from Nicotine Day celebration held on November 17, 2025, to honor African Americans who have overcome nicotine use and, through their stories, offer hope to individuals still striving to quit. The event will take place virtually from 10 AM to 11:15 AM Pacific Time and is open to the public. This year's theme, "Nicotine Liberation!" reimagines how nicotine use is addressed in African American communities. We will celebrate individual achievements and the collective strength in our neighborhoods when we come together to support one another in overcoming nicotine use and promoting wellness for all. "We believe that giving up nicotine is not just a personal achievement; it's a neighborhood triumph," said Dr. Beard, a Certified Tobacco Treatment Specialist, Project Manager of the Breaking Free from Nicotine in South Los Angeles cessation capacity-building project, and founder of the Breaking Free from Nicotine Day Celebration. "By embracing the theme 'I Am Because We Are,' we highlight that our collective efforts lead to neighborhood wellness and a brighter future for everyone." The celebration will feature success stories from African Americans who have given up using nicotine or made significant progress towards giving it up, entertainment, and resources. Amplify invites everyone in the community to join this important celebration.

For more information about the celebration or to register, please visit

www.breakingfreeday.org or contact Dr. Beard at (727) 512-1880.



Social Media

THE FOLLOWING PAGES INCLUDE
HIGH-RESOLUTION IMAGES
FOR SOCIAL MEDIA POSTS & STORIES



Breaking Free Day



JOIN OUR WEBINAR CELEBRATION!

NOVEMBER 17, 2025

10:00AM PST / 1:00PM EST

BREAKING FREE FROM NICOTINE!

AT BREAKING FREE DAY—YOU WILL

**LEARN FROM OTHERS,
RECEIVE ENCOURAGEMENT AND SUPPORT
TO START YOUR JOURNEY**

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Liberation!

BREAKING FREE FROM NICOTINE!

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NOVEMBER 17, 2025
10:00AM PST / 1:00PM EST

Celebrate Liberation

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Breaking Free Day

We Encourage & Celebrate
Liberation

BREAKING FREE FROM NICOTINE!

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Tag us!

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NOVEMBER 17, 2025



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“ ”

I caught my son trying
to hit my vape.

That was it.

I had to QUIT.



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...WHEN STRESSED...



do this.

not this.



Break Free from Nicotine today with the
SPIRAL UP LITE APP

<https://www.spiraluplite.org/>