

*May is*  
**CYSTIC FIBROSIS**  
**AWARENESS** *Month*

*Social Media*

2026 TOOLKIT

**CFRI** Cystic Fibrosis  
Research Institute









RESEARCH · EDUCATION · ADVOCACY · SUPPORT



# CAMPAIGN

**May is Cystic Fibrosis Awareness Month** - a time to educate, advocate, and inspire change. With your support, we can raise awareness for the critical need for research, better therapies, and ultimately a cure. Join us to bring attention to CF - you can participate by following CFRI's social channels all May long to explore daily CF facts & Purple Power posts. Like, comment & share our posts—or use our downloadable graphics to create your own Purple Power content to spread awareness. Every share, conversation, and action *makes an impact!*

## TAG US:

-  @CFRI.cureCF
-  @cfri.curecf
-  @CFRI\_CureCF
-  @cfri.curecf
-  @cfri.curecf
-  @cfri.curecf
-  @cfri.curecf
-  @CysticFibrosisResearchInstitute

## HASHTAGS:

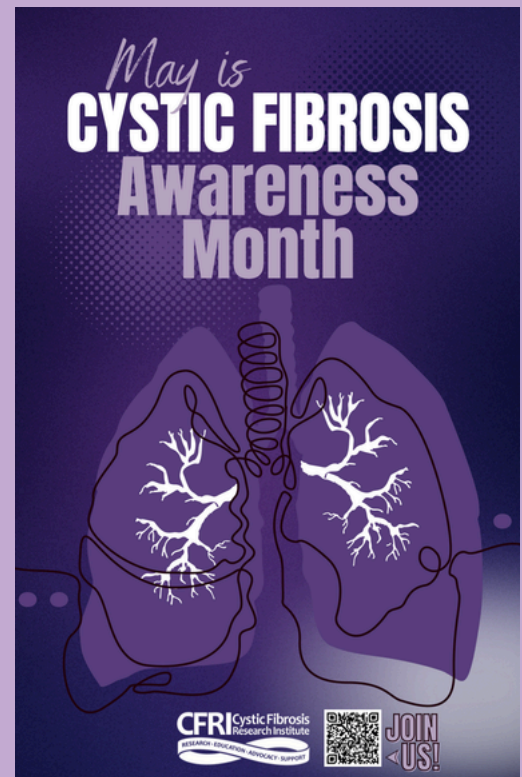
- #CFRIpurplepower
- #CFAwarenessMonth
- #CysticFibrosisAwarenessMonth
- #CFRI
- #CysticFibrosisResearchInstitute

This toolkit contains some **SUGGESTED** images & hashtags for you to use in your social media posts in May. Personalize your messaging accordingly to fit your personal connection & story.

**Special thanks to Vertex Pharmaceuticals, Viartis and Sionna Therapeutics  
for supporting this campaign!**

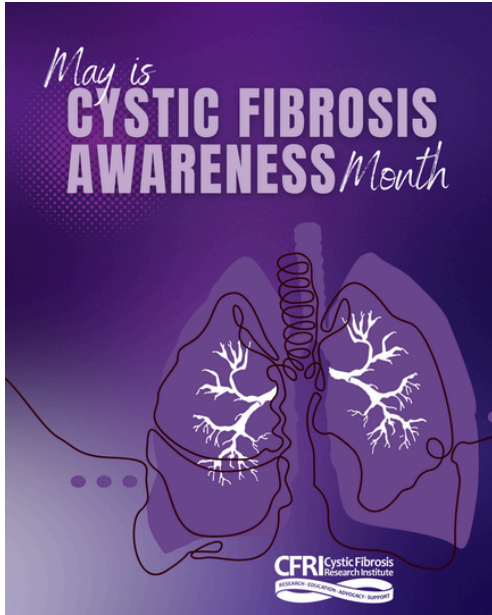
## PURPLE POWER CYSTIC FIBROSIS AWARENESS

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# SOCIAL POSTS



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