



PARTNER COMMUNICATIONS GUIDE

Toll the Bell is a call to action for Philadelphians – a literal ringing of the bell – to honor our fellow citizens who have lost their lives and raise awareness for those working to have a positive impact in our city. Our partners play a vital role in expanding the reach of this message, and this guide is intended to help you spread the word about the project. Thank you for joining us in this important initiative!

WHAT IS TOLL THE BELL?

One-line Description:

Presented by Penn Live Arts, Toll the Bell is a city-wide sound installation of simultaneous and sustained bell ringing and other sound making that honors the victims of gun violence and raises awareness for those working to have a positive impact in our city.

Longer Description:

Toll the Bell is a city-wide sound installation of simultaneous and sustained bell ringing and other sound making that honors the victims of gun violence and raises awareness for those working to have a positive impact in our city. Presented by Penn Live Arts in collaboration with partners across the city, this event serves as a warning and a sonic device to disrupt the environment for Philadelphians, inviting them to stop and reflect on this tragic issue. Toll the Bell is not a profile of tragedy, but rather a call to action – a literal ringing of the bell – to honor our fellow citizens who have lost their lives and encourage everyone to get involved to help bring about change.

WHEN AND WHERE IS TOLL THE BELL?

Toll the Bell is on June 7, National Gun Violence Awareness Day, at 1:00 PM. An interfaith vigil service will precede the installation at 12:30 PM at the Annenberg Center (3680 Walnut Street, Philadelphia).

Toll the Bell is city-wide. [Click here](http://bit.ly/TTBmap) to see a map of sound partners (bit.ly/TTBmap).

IMPORTANT LINKS

Toll the Bell website: PennLiveArts.org/TolltheBell

Map of Toll the Bell sound partners: bit.ly/TTBmap