Know Exactly Where Week
Partner Campaign Guide
Monday July 26th - Sunday 1st August

///highs.curly.birds

Gwynedd, Wales

///larger.fact.serves

Cornwall, England

Thanks so much for taking part in #KnowExactlyWhere week 2021

A national week of awareness to help the public get prepared for their summer activities & staycations - by downloading the free what3words app and learning how to give their exact location in an emergency.

Here's everything you need to join in!

Press release -
EMBARGO LIFTS 26/07/21, 00:01

Media pages, website news feed or

You will have received a press release template as a word document.

Please feel free to adapt the template and add your own case studies about how your organisation is using what3words.

For any PR-related queries please contact:

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leilah@what3words.com
frankie@what3words.com

[Organisation] joins national week of action to help callers #KnowExactlyWhere in an emergency with what3words

{organisation} encourages the public to download the free app, to help us find you in an emergency

London, 00.01 BST 26th July 2021: From Monday 26th July - Sunday 1st August, [organisation] will be taking part in the #KnowExactlyWhere summer safety campaign to raise awareness of the free what3words app and how it can be effectively utilised in an emergency. Every year emergency services join together with local authorities and organisations from across the UK to encourage the public to download the app as a simple way to save time, resources, and in some cases, lives.

This year more than ever, emergency services across the UK are preparing for an exceptionally busy summer, as restrictions on international travel have resulted in a huge increase in Brits opting to holiday in the UK. Downloading what3words is one of the simplest actions the public can take to support stretched emergency control rooms.

what3words has divided the world into a grid of 3m x 3m squares. It has given each square a unique identifier made of three random words - a what3words address. ///anyway.lend.give, for example, will take you to a precise square on Bromsgrove Highway where in April 2021 a man had a heart attack while his son was driving. Using this what3words address, his son was able to quickly direct the ambulance service to their precise location, which they say undoubtedly saved his father's life.

The app is free to download for both iOS and Android and works entirely offline – making it ideal for use in areas of the UK with an unreliable data connection, such as beaches, national parks and

You can download the press release template **here**

Social Posts
Twitter, Facebook and Instagram

On the right is our recommended text for sharing on Facebook, Twitter and Instagram.

We'd love you to use the hashtag **#KnowExactlyWhere** and tag **@what3words** to help us ensure as many people get to see the message as possible, but feel free to make the words your own.

Top tip: *If you want to start the social post on Twitter with '@what3words' you will need to add a full stop '.' before the @ so that it gets picked up . e.g.* **.@what3words has divided the world into 3m squares….**

Being able to give your precise location in an emergency can save vital time and lives.

It's going to be a busy summer! Make sure you're prepared by downloading the free @what3words app so you can help 999 #KnowExactlyWhere the emergency is.

Share our post to help spread the word.

…ADD OUR VIDEO

We recommend sharing our campaign hero video, in our kit **here**.

Use our 'how to' film to teach people how to accurately find and give their what3words address in an emergency. *AVAILABLE 23rd July*.

Alternative images and videos are also available in the comms kit **here**

Help 999 know exactly where

Every 3m square has an address

///what3words

Social posts about beaches & water safety

Twitter, Facebook and Instagram

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We'd love you to use the hashtag **#KnowExactlyWhere** and tag **@what3words** to help us ensure as many people get to see the message as possible, but feel free to make the words your own.

*Top tip: If you want to start the social post on Twitter with '@what3words' you will need to add a full stop '.' before the @ so that it gets picked up . e.g. **.@what3words have divided the world into 3m squares….***

Describing your exact location on a beach or near an area of open water can be really difficult in an emergency.

When every second counts, using the free @what3words app helps 999 #KnowExactlyWhere you are.

Download the free app.

…ADD OUR VIDEOS & IMAGES

We recommend sharing our campaign sand art videos and images, filmed in Lincolnshire and Cornwall.
Find the beach art videos in our kit **here**
Find the beach art images **here**

Communications Kit Guide

*Here's what you'll find inside: click **here** to open*

///alarming.recipient.ballooned

///riders.pulled.tiger

///unicorns.hero.starter

///marathons.trailers.shave

Image Selection

Summer safety film

This summer will be busy for 999

Know Exactly Where beach art from Lincolnshire & Cornwall

Help 999 #Know exactly where what3words

Campaign Badge
To customise your own images

Adaptable Press Release template

National week of action to help people #KnowExactlyWhere in an emergency with what3words

(organisation) encourages the public to download the free app, to help us find you in an emergency

On Monday 27th July, [organisation] will be taking part in #KnowExactlyWhere week with emergency services, local authorities and organisations around the UK to raise awareness about the free what3words app - and how it can be used to save precious time, resources and lives in an emergency.

what3words has divided the world into a grid of 3m x 3m squares. It has given each square a unique combination of three words - a what3words address. ///tortoises.swarm.announce, for example, will take you to a precise location on Ben Nevis where in February 2020 a group of hikers were rescued. The app is free to download for both iOS and Android and works entirely offline – making it ideal for use in areas of the UK with an unreliable data connection. what3words can also

Thanks for your support, from all at what3words