**Call for Nominations: Virchow Prize for Global Health**

**Communications toolkit**

**May 2022**

1. **BACKGROUND**

The Virchow Prize for Global Health is a major international award of high prestige that honours outstanding achievements in addressing the global health challenges we face today.  Established by the Virchow Foundation for Global Health, the [Virchow Prize for Global Health](https://virchowprize.org/) is awarded annually in Berlin, with the first ceremony held on 15 October 2022.

To support the launch of this new prize, we would love your support in amplifying the call for nominations on social media and through your newsletters. This toolkit includes resources the you can adapt and use as needed.

**Links to the Nomination page**

English: <https://virchowprize.org/nominations/>

German: <https://virchowprize.org/de/nomination/>

**Links to the launch press release on April 1**

English: <https://virchowprize.org/virchow-prize-for-global-health-launched/>

German: <https://virchowprize.org/de/virchow-preis-fuer-globale-gesundheit-ausgeschrieben/>

1. **VIRCHOW PRIZE FOR GLOBAL HEALTH SOCIAL CHANNELS**

*We will be regularly sharing information about the nomination process on our channels. Please feel free to retweet, share and engage with our posts.*

* Twitter: [@virchowprize](https://twitter.com/virchowprize)
* LinkedIn: <https://www.linkedin.com/company/virchowprize/>
1. **SOCIAL MEDIA CONTENT**

*The sample posts can be adapted as needed. Please tag Virchow Prize in your posts, so we can be notified and like/share them in a timely manner.*

**SUGGESTED SOCIAL MEDIA POSTS**

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|  | Call for nominations: the @virchowprize will award €500K for lifetime achievements towards improving health & well-being for allDeadline: June 30, 2022 <https://virchowprize.org/nominations/> |
|  | We are excited to share the @virchowprize which awards €500K for outstanding achievements towards improving health & well-being for all. Deadline for nominations is June 30. Please repost!<https://virchowprize.org/nominations/> |
|  | Do you know an individual or organisation who has devoted their work to improving #globalhealth? The @virchowprize awards €500K for outstanding achievements towards improving health & well-being for allDeadline: June 30, 2022<https://virchowprize.org/nominations/> |
|  | Call for nominations: the international [Virchow Prize for Global Health](https://www.linkedin.com/company/virchowprize/) will award laureates €500,000 for their longstanding commitment towards improving health and well-being for all. The Virchow Prize is awarded annually in Berlin, with the inaugural ceremony held 15 October 2022.Deadline for submissions: June 30All information on the nomination process can be found here: <https://virchowprize.org/nominations/> |
|  | Do you know an individual or organisation who has devoted their work to improving #globalhealth? Laureates of the [Virchow Prize for Global Health](https://www.linkedin.com/company/virchowprize/) will be awarded €500,000 for their longstanding commitment towards improving health and well-being for all.All information on the nomination process can be found here: <https://virchowprize.org/nominations/>Deadline for submissions: June 30, 2022 |

1. **SUGGESTED NEWSLETTER TEXT**

**Call for Nominations: Virchow Prize for Global Health**

We are delighted to introduce to our partners, the Virchow Prize for Global Health. For the first time this year, the [Virchow Prize for Global Health](https://virchowprize.org/) will be awarded on 15 Octoberin Berlin. Laureates of the Virchow Prize for Global Health will be awarded an endowment of **€500,000** for their longstanding commitment and contributions towards improving health and well-being for all.

The **nomination phase is now open through 30 June 2022**. All information on the nomination process can be found here: <https://virchowprize.org/nominations/>

Read the full press release: <https://virchowprize.org/virchow-prize-for-global-health-launched/>

Stay up to date by subscribing to the Virchow Prize for Global Health newsletter [here](https://virchowprize.org/news/#newsletter) and follow on [Twitter](https://twitter.com/virchowprize) and [LinkedIn](https://www.linkedin.com/company/virchowprize/)

1. **SUGGESTED VISUAL**



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