**PROFESSIONAL VIDEO SCRIPT**

**Purple Up Day — Month of the Military Child**

**Organization:** Department of Defense Education Activity (DoDEA)
**Format:** Short-Form Awareness / Campaign Video
**Role:** Scriptwriter
**Audience:** DoDEA employees, families, and military-connected communities
**Objective:** Build awareness of Purple Up Day, explain its significance, and encourage participation in support of military-connected children.

**SCRIPT**

Purple Up Day is your chance to show support for the over 1.2 million children of American military service members across the globe.

These children endure unique challenges, from deployments to relocations and, more recently, the devastating impact of COVID-19.

Wearing purple is a simple way to show your appreciation for their strength and resiliency.

The color purple symbolizes a combination of each branch of the military, representing their joint gratitude for military-connected children.

Join DoDEA and show your support on Purple Up Day, April 14th.