



A public education and mobilization initiative



MEDIA ADVISORY
May 1, 2024

Press contact: Jay W. Walker
email: jayw.walker@gmail.com

StopTheCoup2025.org launches **#MAYDAYforDEMOCRACY** Social Media Campaign

Mayday! Mayday! Calling all Americans! It's time to defend our American democracy from profound attack by Christian nationalist forces, and from the conservative movement's blueprint for autocracy, Project 2025, led by the Heritage Foundation.

Today, the nonpartisan StopTheCoup2025 campaign is launching a coalition, cross-platform **#MAYDAYforDEMOCRACY** social media storm to highlight Project 2025's multiple threats to our democracy. Project 2025 is the conservative movement's blueprint to dismantle our system of federal government and replace it with a Christian-led autocracy. It seeks to eliminate federal protections for many groups, including immigrants, federal workers, LGBTQIA+ persons, students, non-Christians, and all of us living with the threat of climate change. It's an attack on America!

The goal of our **#MAYDAYforDEMOCRACY** campaign is to get our Mayday and **#StopProject2025** hashtags trending on multiple social media platforms. StopTheCoup2025 invites all social media users and content creators to join our effort to raise US public awareness of this threat by highlighting our Mayday campaign messages at www.stopthecoup2025.org/downloads

We invite journalists, advocates, organizations, and members of the public to join us in sounding the alarm and amplifying our social media graphics, reports, and briefing papers that discuss how Project 2025 poses a profound threat to us all – no sector is spared. Our campaign is also focused on how we can fight back to **Stop Project 2025**.

Our followers and their followers will be tagging and reposting our messages on Instagram, Facebook, You Tube, Twitter/X, Threads, and Linked In with this tag: **@stopthecoup2025**, and the hashtags **#MAYDAYforDEMOCRACY** and **#StopProject2025** on every post and repost.

It's Mayday for democracy in America. Help us sound the public alarm!

In resistance,

Stop the Coup 2025