

BURN IT DOWN · BIG MOTHER ENERGY × MOMS FIRST

WE ARE BURNING DOWN THE CULTURAL NORMS THAT DO NOT SERVE US.

SO WE CAN BUILD WHAT THIS COUNTRY
SHOULD HAVE ALWAYS BEEN: A COUNTRY
FOR MOTHERS.

Twelve weeks. Twelve cultural norms. A new one drops every Sunday at midnight, October 19 to January 10. Then we write *A Country for Mothers*, together.

TAKE THE BURN CHALLENGE.

1

Film thirty seconds of your least favorite thing as a mom.

2

Say the week's norm, and one thing no one told you about motherhood.

3

Challenge a brand, a community and a mom. They have until Monday.



LET'S BURN IT DOWN.

Scan to add your name. We're tired of being alienated.

burnitdowncampaign.com

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