



Kyiv, May 19, 2022

## European Union and Ukrainian Institute invite you to participate in international online flash mob #VyshyvankaDay2022

On Ukrainian Vyshyvanka Day, which is marked on May 19 this year, the European Union together with the Ukrainian Institute announce an international online flash mob #VyshyvankaDay2022 and invite Ukrainians and friends of Ukraine from around the world to join it.

The idea of this year celebration of Vyshyvanka Day is to help Ukrainians who are far from home and do not have access to their vyshyvanka shirts, celebrate this piece of Ukrainian heritage.

People from other countries are also invited to show solidarity with the people of Ukraine, who are courageously resisting Russia's unjustified and illegal invasion.

The partners of the initiative have specially developed thematic attributes for the flash mob: AR mask in the story and sticker for Instagram with original ornaments of Ukrainian *embroidery in the colours of Ukrainian and EU flags*.

Use the AR mask in the story or download a sticker to join us!

**What? Online flash mob for the Ukrainian Vyshyvanka Day #VyshyvankaDay2022**

**When? May 19, 2022**

**How to join? 1) To use AR effect**

- Follow this link <https://www.instagram.com/ar/1365018414017007>
- Click the try button in the middle bottom
- Smile, the mask will appear
- Save and share with the hashtag #VyshyvankaDay2022

**2) To download the sticker**

- Upload a photo or video to your page
- Click "select sticker" at the top and type in "VyshyvankaDay"
- Click on the sticker - it will be added to your story. You can change the size of the sticker by stretching it with your fingers on the screen.
- Don't forget to tag @eunua @europeancommission @eudiplomacy and @ukrainian\_institute in your stories so that we can repost it!

**For additional information, please contact:**

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The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.