



# WHAT IS KNOT FOR ME

**KNOT FOR ME is a social movement.**

**Our purpose is to support and empower anyone who chooses to be alcohol-free.**

**Using the KNOT FOR ME symbol, we want to change the conversation around choosing alcohol-free, and shift to a culture where declining alcohol is respected, not met with pressure, judgment or a need to justify.**

**When you wear the KNOT FOR ME symbol, you can say it clearly, without having to say a word.**

