

+ M E S S A G E S

#FromHeather

Media Kit

A legacy project in memory of Heather Kennedy-Montplaisir

www.MessagesFromHeather.ca



Table of Contents

About Us	01
Heather's Story	06
Project Choice	07
Brand Voice	10
Brand Values	11
Imagery	12
Resources	13
Contact Us	14



About Us

Messages #FromHeather is a legacy project to ensure Heather's light and love for life live on.

Heather was a beacon of hope for others, an inspiration to many, and a strength to everyone who knew her. Cancer may have cut her time on earth short, but it didn't take her love of life, her joy, her sense of adventure, or her passion from her. We want to ensure to share her powerful messages with the world to inspire people to live their best lives, do what they can with what they have, don't put off to tomorrow what can be done today, and to love those around them.



Martin

Heather and I were married for 25 years. Two and a half years ago, she was diagnosed with a rare cancer called Multiple Myeloma, and our lives changed instantly in unimaginable ways.

We decided to live every day to the fullest, filled with family, friends, laughter, and experiences. We made memories on an unknown timeline.

Heather left us on Good Friday, March 29, 2024, coincidentally the same date I met her all those years ago.

Project Choice & Messages #FromHeather are our way to honour Heather's memory, sharing kindness and happiness, and choosing to be present in our lives & experiences every day.



MESSAGES
#FromHeather



Christine

Heather was my big sister. My only sibling. The one person that was supposed to journey beside me in this life longer than anyone else.

Cancer was a battle she never wanted to fight. Instead of asking “why me”, she instead said “but why not me”. She took every treatment available, explored every option possible, enduring procedures and needles and transplants, blood transfusions, medications, and so much more, but always with grace and determination to live her best life for as long as possible.

Heather left us with many messages that we are learning to live by. Do the things. Make joy. Love life and those you choose to hold close. Make the most of the time you have, because time is never promised ❤️



✦ MESSAGES
#FromHeather





Heather's Story

Messages #FromHeather & Project Choice is inspired by Heather and her never-ending strength as she battled for her life. A battle she fought while still finding adventures in the everyday and giving to her community.

Now, through Project Choice, we are giving fifty participants the opportunity to find their own adventure, help another, and be an inspiration. It may seem like a tall order... but it is simpler than your think.



Project Choice

We are about to embark on an experiment about community, reflection, choices, and how we can live our days in the best possible way, while honouring those that no longer have days in front of them.

It's simple. On his Onewheel, Heather's husband Martin will locate 50 participants from across the Maritimes to approach for Project Choice. Through this, these people will look to find an adventure, be a helping hand, and inspire one another. They will share the story of their choice so we can all be reminded of the power of love, imagination, and adventures.



Project Choice



In honour of Heather, we want to give the opportunity of choice. We are finding 50 randomly selected participants to receive a gift of \$200, and we ask that they do one of the following with it:


- Have an experience
- Give it to a cause meaningful to them
- Do both

Experiences can be catalysts for good, creating lessons that lead to more good than a one-time donation.

Giving is never wrong as it shows selflessness and love. Passion for a cause and the desire to make a difference are bigger than the donation itself.

Splitting the money between the two is just as good of a choice.





There is one string attached to this gift. We only ask they share a picture and some words about their choice to be published on our website, a place to be inspired by each other's hopefulness, joy, adventures, and choices.

Although we have lost Heather, we need to still look after one another, make new friends, smile often, enjoy life, discover new things, laugh, live, and love, just as Heather did

Even if you were not one of the initial 50 participants selected for Project Choice, you being here makes you part of our story, Heather's legacy. Join us and find an adventure or cause. Share your story. Share the Messages #FromHeather that resonate with you.

Let no words go unspoken and let no adventure be unventured

Project Choice



Brand Voice

The brand voice for Messages #FromHeather is a beacon of positivity and inspiration. It's more than just words on a screen or a decal, it's the essence of Heather's journey, conveyed through uplifting messages that resonate deeply with our community. This voice is compassionate, supportive, and empowering, reflecting Heather's spirit of resilience and hope.

It's how we connect with you, our community, fostering trust and understanding. Consistency in communication is key, ensuring every interaction with Messages #FromHeather leaves you feeling uplifted, educated, or inspired.

Inspirational

We aim to be approachable, and inspiring, creating a warm and welcoming environment of hope, love, education, and inclusion

Approachable

Our tone is conversational, as if Heather is talking to a friend rather than delivering a formal lecture

Knowledgeable

We provide information and inspiration with confidence and expertise, establishing trust

+ M E S S A G E S
#FromHeather



Brand Values

Our brand values are more than just words; they are the foundation of our identity and the guiding principles behind everything we do. In a world where genuine connections can sometimes feel scarce, we believe that staying true to our core values is essential to creating a meaningful and lasting impact.



Connection

Fostering a sense of community and meaningful connections



Positivity

Promoting a positive outlook and spreading joy through every message



Authenticity

Ensuring our messages and content are genuine and heartfelt



Inclusivity

Valuing diversity and making everyone feel welcome and appreciated



Inspirational

Encouraging and uplifting others through positive and motivating messages



Integrity

Maintaining honesty and ethical standards in all communications



+ M E S S A G E S

#FromHeather

Imagery

Images for our decals play the primary role in how our brand is perceived. They evoke emotions, tell stories, and reinforce our identity.

Each decal is comprised of:

- positive & uplifting message, with a subtle + sign used in each
- happy colour scheme
- rays that help the message “shine”
- personable font types to make the messages more approachable



Resources

Messages #FromHeather & Project Inspire

www.MessagesFromHeather.ca

Multiple Myeloma Canada

www.myeloma.ca

Plasma Cell Leukemia

www.cancer.ca

Hospice Southeast New Brunswick (Hospice SENB)

www.HospiceSENB.ca

+ M E S S A G E S
#FromHeather



Contact Us



+ M E S S A G E S

#FromHeather



Website

www.MessagesFromHeather.ca



E-mail

Share@MessagesFromHeather.ca



Social Media

[@MessagesFromHeather](https://www.instagram.com/FromHeather)



HQ address

26 Wheaton Rd, Moncton,
New Brunswick, Canada

