



Vaccine Victory Pin: The Covid Era's Symbol of Hope

Waltham, Mass. — The Vaccine Victory Pin is the physical representation of hope and trust in healing as communities come together to combat the ongoing threat of COVID-19. Similar symbols of hope, like the WWII 'V' for Victory or the Vietnam-era peace symbol, have been powerful talismans against dark times and The Vaccine Victory Pin is the next symbol to follow suit.

Wearing the Vaccine Victory Pin demonstrates faith in vaccination and willingness to protect others. In the spirit of community and medical advancement, purchase of this pin also raises funds towards five charitable organizations, including: Doctors Without Borders, American Red Cross, Burners Without Borders, Direct Relief, and Artists Safety Net (CERF: Craft Emergency Relief Fund).

The Vaccine Victory Pin project was conceived as a tangible expression of hope and positive action after nearly a year of public health uncertainty. The pin was developed through the collaboration of Boston Area-based Jeweler, Karen Christians and Muralist/Graphic Designer, Liz LaManche. Each design element - from the gold framing, to its geometry, down to the color choices of the enamel - were carefully selected through investigation of color psychology, virus structure, and the new visual vocabulary of the pandemic.

Wear this striking pin with pride to express your faith in science, your support for the vaccine, and your appreciation for frontline workers. Vaccine Victory Pins can be viewed and purchased directly through the website vaccinevictory.org.

Legacy Edition

- Limited edition, numbered and signed by the artists
- 30% to one of five charitable organizations of your choice
- Complimentary gift box, thank you note, and stickers
- Free shipping

Front Line Edition

- Signed by the artists
- 20% to one of five charitable organizations of your choice
- Complimentary gift box, thank you note, and stickers

Organization Edition

- Company branding on pin - Logo and/or motto
- Larger pin to accommodate additional text
- 25% equally distributed to all five charitable organizations



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