

REPORT OF 2020 WISHBONE DAY CELEBRATION

The 2020 Wishbone day celebration started on a low note. The foundation chanced on a campaign pioneered by our ambassador, Infragilis Ayeyi. The campaign was themed "Mask It Yellow". Mask It Yellow campaign was birthed due to the perilous situation(Covid-19) the entire continent was facing. Therefore, it aimed at encouraging people to protect themselves by wearing the mask, at the same time, it served as a means of celebrating Wishbone day. Infragilis Ayeyi took this opportunity to make branded yellow mask specifically for wishbone day. These customized yellow nose mask sparked public interest, as a result, lots of people purchased the mask. Many embraced this initiative and took to social media to share their various pictures and videos in their yellow mask. As many partook in this initiative, the foundation applauded Infragilis Ayeyi, the ambassador of the foundation, for such brilliant idea. The campaign went as far to gain national interest making the Minister of Gender, Children and Social Protection, Mrs. Cynthia Morrison, to commend Infragilis Ayeyi on national television. In an interview at United Television(UTV). The minister encouraged the public to accept and respect all persons with disability. She also reiterated that the public should continue to wear their yellow to support people with Osteogenesis Imperfecta as her yellow was also made evident. She further explained to the public why it is necessary to wear yellow on this remarkable day and why people with Osteogenesis Imperfecta should be acknowledged. The celebration of Wishbone day was however successful due to mass interest of people as they kept posting pictures and videos in honour of the celebration.