**Subject line options:**

* We're Proud to Join Purple Tuesday 2025
* Think Accessibility: Our Commitment This November
* Accessibility Every Day, Everywhere, for Everyone

**Email Body:**

Dear [Team/Customers/Partners],

We’re excited to share that [Organisation Name] is taking part in **Purple Tuesday 2025**, the global movement focused on making accessibility part of everyday life for everyone, everywhere.

This year’s theme, **“Think Accessibility,”** encourages us all to look at the world through the lens of inclusion. Throughout November, we’ll be celebrating and sharing examples of great accessibility—whether it’s thoughtful design, inclusive communication, or empowering customer service. We invite you to join us by noticing what’s working well and sharing it with others using the hashtags **#PurpleTuesday** and **#ThinkAccessibility**.

Accessibility is more than a checklist. It’s about culture, empathy, and everyday action. We’re proud to stand alongside thousands of organisations across different industries who are committed to improving experiences for disabled people and their families.

Purple Tuesday officially begins on **Tuesday 4 November**, but the conversation continues all month. We’ll be sharing updates, stories, and ways to get involved—and we’d love for you to be part of it.

Let’s think accessibility, see accessibility, and share accessibility together.

Warm regards,  
[Your Name]  
[Job Title]  
[Organisation Name]  
[Contact Info, if external]