



24h PAUSE Challenge — Young Adults Edition Promotional Content 2025

TEXT FOR YOUR COMMUNICATIONS:

24h PAUSE challenge – On November 23, let's step away from our screens!

In today's world, given the flood of notifications and texts that invade our daily lives, it can be hard to find a moment of peace. But what if we gave ourselves the option to not be reachable at all times? To not instantly have to respond to every message? To take a day to slow down, reduce stress, rest, read, move, see people, or do the things we love?

That's the goal of the 24h PAUSE challenge, an event that encourages young people to treat themselves to a day away from their screens in order to reconnect with the world around them. On Sunday, November 23, participants will have the choice of taking on one of four challenges: 24 hours without screens (phone, computer, tablet, console, TV), without social media, without video games, or without streaming. This customizable format is designed to appeal to as many teens and young adults as possible, letting them choose what best fits their digital habits.

To sign up, participants can head over to [pauseyourscreen.com](https://www.pauseyourscreen.com). In addition to receiving useful tips to help their 24h challenge go smoothly, they could win a grand cash prize of \$1,000!

THE VOICE OF OUR YOUTH

The 24h PAUSE challenge was born out of a very real need to address screen use, with more and more people questioning the space technology takes up in their lives. In fact, over 90% of young adults feel that screens negatively impact their overall well-being, and 95% of them would like to cut down on their screen time.

That said, the goal isn't to eliminate technology from their lives! Instead, the 24h PAUSE challenge aims to help young people build a better relationship with their devices and be more mindful of how they use them, in order to improve their well-being. It's about them saying yes to screens, but using them more mindfully rather than out of habit, focusing on online activities that make them feel good, and allowing for more opportunities to unplug. **To sign up:** www.pauseyourscreen.com

Here are some reasons why young people chose to take part in last year's unplugging experience:

"Because I'm aware that my screen use isn't good for me, and taking a break will benefit my mental health."



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“Because it feels good to unplug!”

“To see how I could better prioritize my days and my time.”

“For my well-being, and to have a motivating opportunity to do it with others at the same time for a first try.”

TEXT FOR YOUR SOCIAL MEDIA:

FACEBOOK

Given all the texts and notifications we receive daily, it can be hard to find a moment of peace! What if we gave ourselves the option to not be reachable all the time? To take a day to relax, reduce stress, read, move, see people, and do the things we love? On November 23, the 24h PAUSE challenge invites you to step away from your screens for a day in order to reconnect with the world around you. By participating, you could even win a grand cash prize of \$1,000! Sign up now 👉 www.pauseyourscreen.com

INSTAGRAM

On November 23, @pausetonecran invites you to step away from your screens for a day by taking on one of four challenges. You could use this unplugged time to read, move, rest, and reconnect with the world around you. Participating in the 24h PAUSE challenge is choosing to take care of yourself, and you could even win the \$1,000 cash prize! Sign up now 👉 www.pauseyourscreen.com

#pausetonecran #24hPAUSE