



TĀMAKI, TŪ KOTAHI

Auckland, united we stand

'gotyadot'

MASS VACINATION CAMPAIGN

Rangatahi Māori are taking to Tik Tok, Instagram and Facebook to encourage each other to **'get dotted'** on 6-7 November, in a city wide campaign, aimed at rangatahi between the ages of 12-34 years.

The mass **'gotyadot'** hubs will be located at Eden Park and four Kura Tuarua across Tāmaki Makaurau.

'gotyadot' spokesperson, Pere Wihongi says

"It's how we all communicate, especially during lockdown, we're always on our phones. We know there are vaccine-hesitant rangatahi and we also know that the strongest influencers in this age group are our peers."

"We've got kapa haka, sports and social influencers sharing their thoughts and experiences. But really pushing our message - **'gotyadot'**, **'dot ya lot'**, **'connect ya dots'** because we all miss being connected."

The initiative is backed by the Tāmaki, Tū Kotahi (Auckland, united we stand) collective of Tāmaki Iwi, Kapa Haka, Hauora Māori providers, Corporate Partners, Kura Tuarua and Whare Wānanga who want to get Tāmaki Makaurau dotted as quickly as possible.

Rangimarie Hunia Ngāti Whātua Orākei-Whai Maia is supporting Tāmaki Tū Kotahi says the meaning of **'ira dot'** goes far beyond the physical.

"This kaupapa is a tangible way to demonstrate 'mahi tahi' by working together our united approach, goes straight to the heart of what matters most, being able to connect with one another again."

"This campaign calls out to the rangatahi of Tāmaki Makaurau and their whānau. On 6-7 November we welcome them to Eden Park and the supporting Kura Tuarua hubs to get dotted. We are all doing our bit to get Tāmaki Makaurau to connect with one another again. I know this event will help get us there faster."

Eden Park (Ngā Ana Wai) Chief Executive Nick Sautner is delighted the main **'gotyadot'** event will be held at the stadium.

"This is where rangatahi come to cheer on their favourite rugby teams, where they will be able to gather for concerts, and where they will be joining their whānau for the biggest event on the Māori calendar in 2023, Te Matatini Festival."

"On 6-7 November we want the rangatahi of Tāmaki Makaurau and their whānau to come to Eden Park and the supporting Kura Tuarua to get dotted so we can get Auckland playing, singing, dancing, celebrating and connecting with one another again."

About Tāmaki Tū Kotahi

Tāmaki Tū Kotahi is a collective of Iwi, Kapa Haka and Hauora Māori providers including:

Ngāti Whatua Orākei | Tāmaki Makaurau Kapa Haka Society | Taumata Kōrero | Eden Park | Blues Rugby | NIB Health Insurance | 2 degrees | Vector | Du Val Group | Kura Tuarua - Ngā Puna o Waiōrea, Te Kura Kaupapa Māori o Hoani Waititi, Westlake Boys High School, Kia Aroha College | Whare Wananga - Auckland University of Technology, UNITEC Institute of Technology, University of Auckland, Te Wānanga o Aotearoa.

About 'ira dot'

Does not use the terms vax, jab or shot, to remove stigma.

Culturally, **'ira dot'** ascribes 'whakapapa' - the foundation for inherent connectedness and interdependence to all things from our tūpuna down to us. The concept of **'ira dot'** aligns with whakapapa - **'get dotted'**, **'dot ya whānau'**, **'join the dots'**, **'dot ya community'**, **'dot ya sleeve'**, this is how we can unite to protect ourselves and help our whānau, hapū, iwi and all our communities in Tamaki Makaurau against Covid-19.



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KETE TAONGA

To acknowledge those who attend and are vaccinated at any of the five hubs across this **'gotyadot'** mass event, there will be a multitude of koha, taonga, and giveaways up for grabs as well as opportunities to enter competitions (via social media and in person) to go into the draw to win some major prizes. Our kete taonga comprises of but is not limited to mobile phones, ira.dot Merchandise, X-Boxes and Play Stations, EGO Bikes, TV and other electronic equipment along with various vouchers. Other great taonga will be announced over the following week. Keep updated by following **'gotyadot'** on Social media or check out the webpage www.gotyadot.co.nz for more information. T&C's will apply.

WHERE TO GET YOUR 'DOT'



SO HOW CAN YOU HELP?

Te tira Ira need you to spread the word about **'ira.dot'** within your own school, higher learning institutions and local community. We have put together folder with posters for your area, logos and graphics all in one place for you to use.



Facebook:

1. Select one of the graphic options to post on your Facebook Post
2. Tag **@gotyadot** Facebook Page in the actual post
3. Tag **@gotyadot** Facebook Page in the post caption
4. Use any of the hashtag s below and include in your post caption
5. Feel free to add caption that you may think will draw your audience

Instagram:

6. Select one of the graphic options to post on your story
7. Tag **@gotyadot** so it is visible on the story
8. Use any of the hashtags below and include in your story
9. Feel free to add caption that you may think will draw your audience