

BeWellPhilly Health Hero Challenge

BROUGHT TO YOU BY **Independence** 

VOTER TOOLKIT · 2026 HEALTH HERO SEMIFINALIST

VOTE DAILY *for LAM*

Bring \$15,000 to The LAM Foundation



Thank you for helping amplify this campaign. **Dr. Lyndsay Hoy** is one of ten semifinalists for Philadelphia Magazine's 2026 Health Hero Challenge, competing to win a **\$15,000 award** for The LAM Foundation. Public voting is **daily and free for the entire month of July** — the contest is won by consistency, so our whole strategy is keeping people voting every single day. Everything you need is on this page.

1 **Vote every day**

July 1–31. It takes ~10 seconds once the link is live. Make it a daily ritual — "coffee + vote."

2 **Recruit 10–20 people**

Personally text or email friends, family, and colleagues who'll vote daily and share with their own circles.

KEY DATES

Jul 1

Voting opens

Jul 1–6

Launch push

Jul 27–31

Final-week sprint

Jul 31

Voting closes

Push hardest in launch week and the final 3–4 days — that's when daily contests are won.



VOTE HERE

phillymag.com/healthhero

Scan the code or visit the link. A daily calendar reminder (.ics) is attached to keep you voting all month.

IF YOU CAN DO MORE

- **Post on social** (LinkedIn, FB, IG) using the copy below.
- **Add the link to your email signature** for July.
- **Forward to a newsletter or listserv** — employer, alumni, club, congregation.
- **Flag partners** — clinical, research, rare disease, women's health, community.

READY-TO-PASTE COPY — the vote link is live

TEXT MESSAGE (HIGHEST-CONVERTING)

Hi [Name]! Quick favor. Dr. Lyndsay Hoy is a semifinalist for Philly Mag's Health Hero award, and the winner gets \$15K for their nonprofit (hers is The LAM Foundation, which supports women with a rare lung disease). You can vote free, once a day, through July 31. Could you vote daily and maybe pass it on? Takes 10 seconds: phillymag.com/healthhero ❤️

FORWARDABLE EMAIL / LISTSERV

Bring \$15,000 to The LAM Foundation. Vote daily through July 31. Dr. Lyndsay Hoy, a Penn-trained Philadelphia-area physician and LAM patient, is a semifinalist for Philadelphia Magazine's 2026 Health Hero Challenge. The winner receives \$15,000 for their nonprofit, and Lyndsay is competing for The LAM Foundation, which supports women living with LAM, a rare, progressive lung disease that almost exclusively affects women. Voting is free and takes seconds, once a day, July 1 through 31. Vote here: phillymag.com/healthhero. Please vote daily and share.

LINKEDIN

Dr. Lyndsay Hoy, a Penn-trained Philadelphia-area physician and LAM patient, is a semifinalist for Philadelphia Magazine's 2026 Health Hero Challenge, competing for \$15,000 to support The LAM Foundation. LAM is a rare lung disease that almost exclusively affects women, and visibility matters. Voting is daily and free through July 31. Please vote every day and share: phillymag.com/healthhero #HealthHero #LAM #RareDisease #WomensHealth

FACEBOOK / INSTAGRAM

Someone worth cheering for ❤️ Dr. Lyndsay Hoy is a semifinalist for Philly Mag's 2026 Health Hero Challenge, and the winner brings \$15,000 to their nonprofit. She's competing for The LAM Foundation and the women living with this rare lung disease. You can vote EVERY day through July 31, so make it a ritual: coffee + vote ☕ 🗳️ and tag a friend! phillymag.com/healthhero

EMAIL SIGNATURE LINE (FOR JULY)

🗳️ Vote daily through July 31 — bring \$15,000 to The LAM Foundation: phillymag.com/healthhero

