

# 2025 WALK FOR LIVES



## IMPACT REPORT





**The mission of United Against Fentanyl is to *interrupt the use of illicit fentanyl through innovative bold, and effective initiatives.***

**One of those initiatives is called *Walk for Lives*—community events that provide lifesaving awareness education, and resources.**

**The inaugural events were held nationwide on Saturday, September 20<sup>th</sup>, 2025.**

**Each was led by a bereaved family member.**

# Overview



National grassroots campaigns that combine survivor stories, evidence-based education, and practical resources are proven ways to bring dramatic change. Mothers Against Drunk Driving pioneered this model by pairing testimonies with data and advocacy. **Research shows that this form of coordinated narrative messaging changes individual choices, strengthens coalitions, and brings lasting change. MADD literally changed culture with respect to drinking and driving.**

*Walk For Lives* is the first such effort utilizing that model but focusing on the fentanyl crisis, now the leading cause of death in the U.S. for people under 50. The inaugural September 20 campaign brought together more than 40 communities nationwide, generated over 26 million media and social impressions, reached over 3 million people on social platforms, and drove more than 3,000 virtual sign-ups, as survivors and families led the way.

**Overall reach totaled over twenty-six million.**

# Live

**WALK  
FOR  
LIVES™**

**Walks: 46**

**States: 26**

**Participants: >3,000**





# Digital

**WALK  
FOR  
LIVES™**

Media outlets: 482 [LINK](#)

Press impressions: >23 million

Social placements: 145 [LINK](#)

Social media impressions: >3 million

**Media impressions: >26 million** [LINK](#)





# **Pre-Event Coverage**

Media Impressions: 12,730,000  
Social Media Impressions: 1,102,659  
Total: 13,832,659



# AP

## Families Unite Nationwide this Saturday for Inaugural 'Walk for Lives' – Largest Grassroots Response to Fentanyl Crisis



Published 9:46 AM EST, September 15, 2025

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*Led by bereaved parents, communities across America unite for fentanyl awareness campaigns. San Francisco to host evening event broadcast nationwide.*

*"History teaches us that movements can change things. It starts when ordinary citizens refuse to accept what is unacceptable, and when there is a unified call for change."— Paul Martin*

WASHINGTON DC, DC, UNITED STATES, September 15, 2025 / [EINPresswire.com](https://www.einpresswire.com) / -- On Saturday, bereaved family members and community leaders will lead the inaugural [Walk for Lives](#) in dozens of U.S. cities, coordinated by [United Against Fentanyl](#). The event marks the largest national grassroots effort to address the fentanyl crisis in history.

Fentanyl is currently the leading cause of accidental death in the United States for people under age 50. According to the Centers for Disease Control and Prevention (CDC), over 70,000 fentanyl-related fatalities occurred in 2023, representing the majority of the nation's overdose deaths. Federal estimates indicate fentanyl-related deaths now occur, on average, every five minutes.

AP News  
UVM:54.4M  
[Link](#)

# yahoo!news

WFFF Burlington

## The 'Walk For Lives' comes to Burlington

Lily Sakaniwa

Wed, September 17, 2025 at 5:25 PM EDT  
2 min read

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BURLINGTON, Vt (ABC22/FOX44) – Two years ago, Julie Havelka lost her only son Anthony to a fentanyl overdose.

The lethal dose came from Burlington's City Hall Park – although Havelka says they live much further south.

Yahoo! News  
UVM: 166M  
[Link](#)





Families Unite Nationwide this Saturday for Inaugural 'Walk for Lives' – Largest Grassroots Response to Fentanyl Crisis

NEWS PROVIDED BY  
EIN Presswire  
Sep 15, 2025, 9:37 AM ET

Led by bereaved parents, communities across America unite for fentanyl awareness campaigns. San Francisco to host evening event broadcast nationwide.

WASHINGTON DC, DC, UNITED STATES, September 15, 2025 /EINPresswire.com/ -- On Saturday, bereaved family members and community leaders will lead the inaugural Walk for Lives in dozens of U.S. cities, coordinated by United Against Fentanyl. The event marks the largest national grassroots effort to address the fentanyl crisis in history.

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"Today, approximately one million parents grieve the loss of their child in the past decade due to illicit fentanyl, many of which were poisonings. When that number is combined with the reality that the loss of a



Walk for Lives by United Against Fentanyl

Fox21  
UVM: 361k  
Link



Walk for Lives in Lake Eola for fentanyl awareness

Gretchin Murray, Gage's mom, an Orlando mother who lost her son to a fentanyl overdose joins FOX 35's Garrett Wymer live via Zoom to discuss her fight against fentanyl poisoning, including advocating for Gage's Law which passed in the Florida Legislature and in planning the Walk for Lives in Lake Eola.

Posted September 19, 2025 2:57pm EDT | [Share](#)

Fox35  
UVM: 1.3M  
Link



MENAFN

Tomorrow Thousands To Take Streets Nationwide In Walk For Lives As Survivors Lead Grassroots Response To Fentanyl Crisis

Date2025-09-19 12:16:10

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in

(MENAFN- EIN Presswire)

Thousands to take to the streets to demand end to fentanyl scourge.

United, to end the fentanyl crisis  
United Against Fentanyl

United Against Fentanyl Mobilizes Communities Across America in Unprecedented Show of Unity

**Community organizing created the civil rights movement. It built the labor movement. It ended drunk driving as an accepted risk. Now it will end the fentanyl crisis."** - Paul Martin

LOS ANGELES, CA, UNITED STATES, September 19, 2025 /EINPresswire / -- Thousands will take to the streets in cities and towns across America this weekend for United Against Fentanyl's inaugural Walk for Lives . This grassroots response to the fentanyl crisis will see each walk led by a bereaved mother, sibling, father, or grandparent who has lost a loved one to this epidemic.

MENAFN

UVM:220k

Link

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Tomorrow thousands to Take Streets Nationwide in Walk for Lives as Survivors Lead Grassroots Response to Fentanyl Crisis

United Against Fentanyl Mobilizes Communities Across America in Unprecedented Show of Unity

LOS ANGELES, CA, UNITED STATES, September 19, 2025 /EINPresswire.com/ -- Thousands will take to the streets in cities and towns across America this weekend for United Against Fentanyl's inaugural Walk for Lives. This grassroots response to the fentanyl crisis will see each walk led by a bereaved mother, sibling, father, or grandparent who has lost a loved one to this epidemic.

The synchronized walks represent an unprecedented mobilization of citizens demanding change. Every day, more than 200 Americans die from fentanyl poisoning or overdoses.

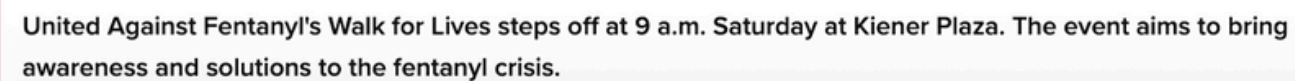
Thousands to take to the streets to demand

"This crisis demands we face head

Canadian Health Industy News

UVM: 50k

Link



Link



A composite image featuring a video player with a play button over a photo of a smiling couple (a blonde woman and a man in a cap) outdoors. Below the video is a news banner with the text "A MOTHER'S MISSION" and "TURNING PERSON PAIN INTO NATIONAL MOVEMENT". The banner also includes the "NEW TONIGHT" logo on the left and the "KOB 4" station logo on the right.

ALBUQUERQUE, N.M. — A local mom is channeling her personal pain into a first-of-its-kind event happening across New Mexico and the U.S. this weekend.

[illegible]

Link





## Mississippians walk to raise awareness against fentanyl

Walk for our lives is a national movement raising awareness on the fatal use of fentanyl



WAPT 16 abc

Updated: 11:01 PM CDT Sep 19, 2025 | Editorial Standards ⓘ



Brooklyn Joyner

WAPT  
UVM:805.2k  
[Link](#)



## Wisconsinites launch event to raise awareness of the fentanyl crisis



By [Ellie Jo Pomerleau](#)

Published: Sep. 19, 2025 at 9:38 AM EDT



EAU CLAIRE, Wis. (WEAU) -According to the Centers for Disease Control and Prevention, overdose remains the leading cause of death for Americans aged 18 to 44. An event happening in Rice Lake on Saturday is looking to help change the statistic. iPhone

WEAU  
UVM:1.09M  
[Link](#)



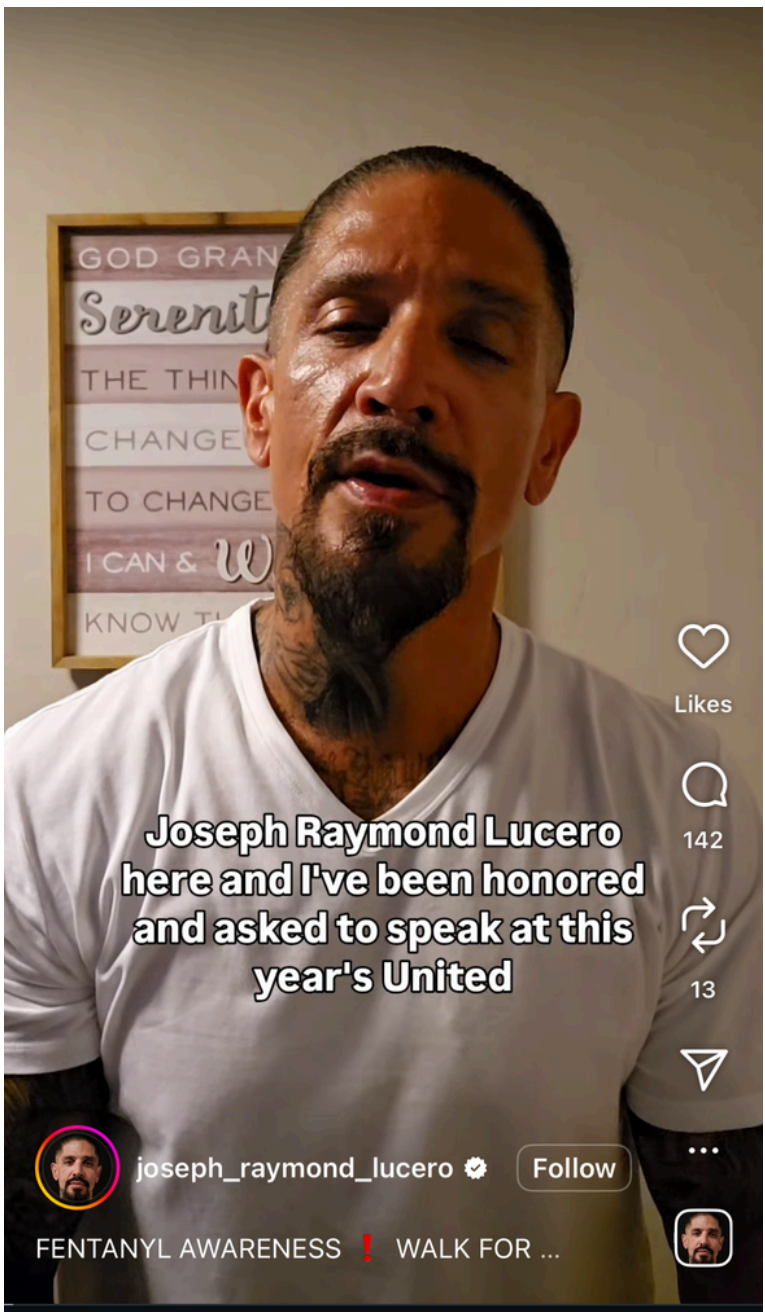
# Social Media: Pre-event



Every.11.Minutes  
379k



Eric Kittendorff  
174k



Joseph Raymond Lucero  
117k



# Social Media: Pre-Event



Derek Maltz Sr.


4.4k



DEAHQ

173.3k

# Social Media: Pre-event

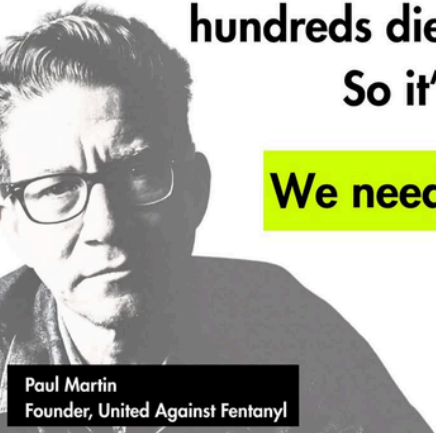
walkforlives and 2 others  
USA

#WalkForLives

"I never thought it could happen to my child." I hear it over and over.

Awareness is so crucial. Yet hundreds die each week. So it's not enough.

We need an uprising.



Paul Martin  
Founder, United Against Fentanyl

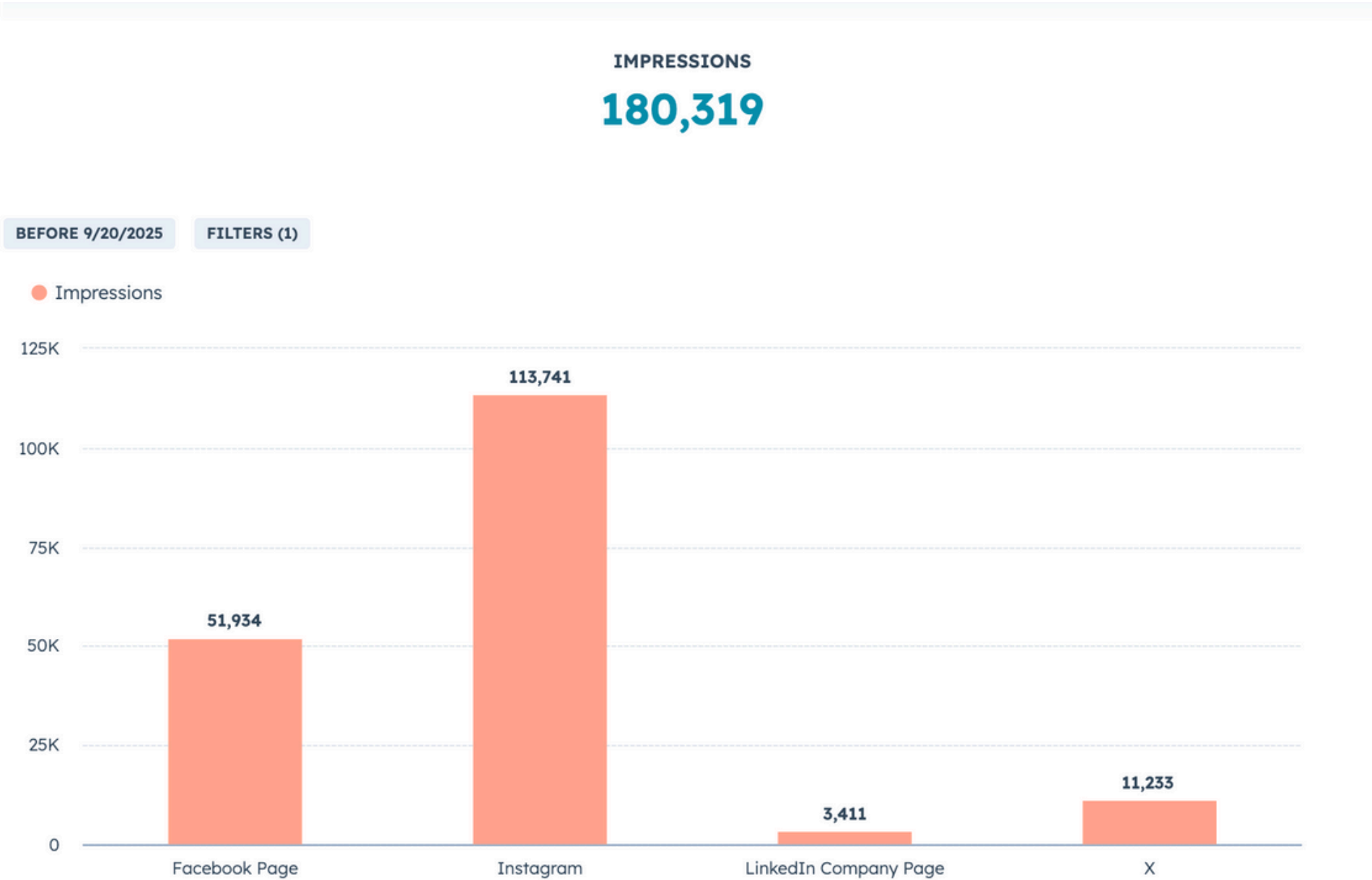
09/20/25

1 2

Liked by paulosophia and others

walkforlives It's not an "event." It's a response. Led by the bereaved. On streets across America. Determine your role. Volunteer. Register. Join the coalition... more

Walkforlives  
0.6k



Hubspot Numbers





# Post Event Coverage

Media Impressions: 10,827,816

Social Media Impressions: 2,130,074

Total: 12,957,890



Families unite against fentanyl in downtown Orlando  
Lake Eola walk



united against fentanyl walk in downtown orlando lake eola SOURCE: From WESH

Updated: 9:09 PM EDT Sep 20, 2025

[Editorial Standards](#)

Luana Munoz

Weekend Anchor

**ORLANDO, Fla.** — Families and supporters gathered at Lake Eola in downtown Orlando on Saturday for the inaugural walk organized by United Against Fentanyl, a grassroots organization dedicated to combating the opioid crisis.

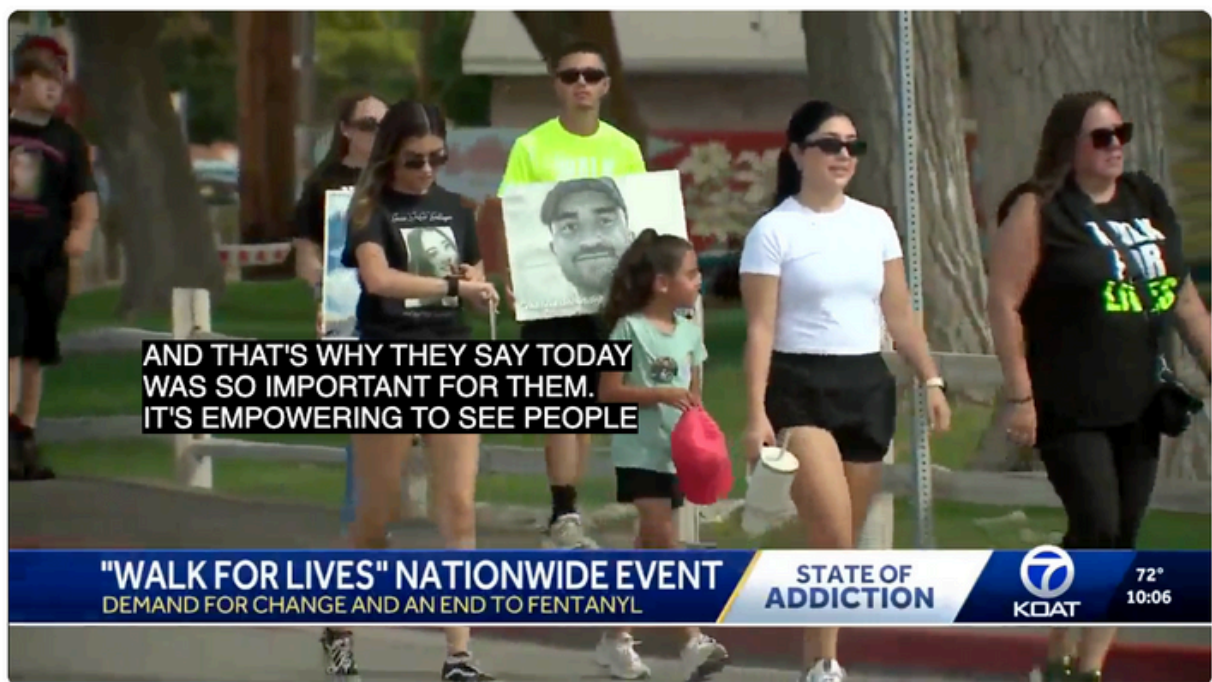
WESH  
UVM: 800k  
[Link](#)



‘Walk for Lives’ event unites New Mexico communities against fentanyl

KOAT - Albuquerque Videos  
Sun, September 21, 2025 at 12:14 AM EDT

Add Yahoo on Google



‘Walk for Lives’ event unites New Mexico communities against fentanyl

Yahoo! News  
UVM: 166M  
[Link](#)





**‘Walk for Lives’ honors memory of those lost to drug addiction**



Local organizations took over part of downtown for a walk for an important cause.

By [First Alert 4 Staff](#)  
Published: Sep. 20, 2025 at 11:28 PM EDT  
[✉](#) [f](#) [X](#) [p](#) [in](#)

ST. LOUIS, Mo. (First Alert 4) - Local organizations took over part of downtown for a walk for an important cause.

Multiple groups took to Kiener Plaza for the “Walk for Lives”. This memorial walk works to remember the lives of people who lost their lives due to drug addiction, with the hope that events like this can bring awareness to the resources available to help combat these challenges.

First Alert4  
UVM: 1.86 M  
[Link](#)



**Walk for Lives campaign in Kilgore aims to prevent fentanyl deaths**



An event in Kilgore is bringing people together to spread awareness of the fight against fentanyl.

By [Katie Parker](#)  
Published: Sep. 20, 2025 at 7:18 PM EDT  
[✉](#) [f](#) [X](#) [p](#) [in](#)

KILGORE, Texas (KLTV) - An event in Kilgore is bringing people together to spread awareness of the fight against fentanyl.

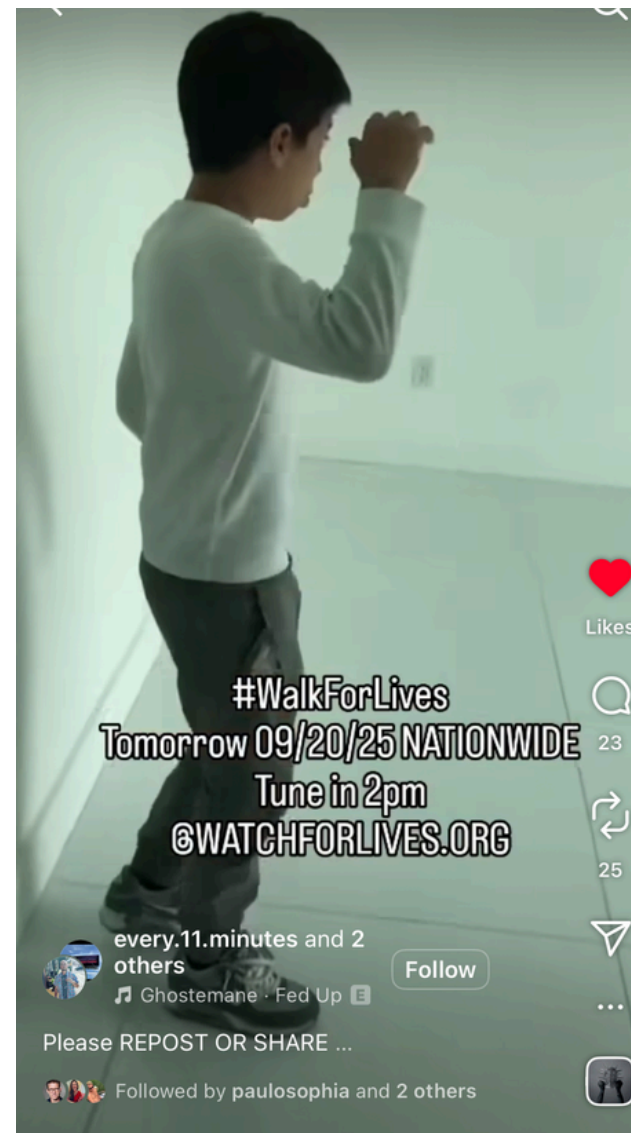
“When something like this happens to you as a parent, it either takes you over or you use that energy to do something positive so you can live,” Rusty Shelburne, the father of a fentanyl victim said.

On Saturday, across America, groups of people gathered to raise awareness for fentanyl deaths and prevention. Walk for Lives campaign led by mothers and other family members who have lost loved ones to fentanyl.

KLTV  
UVM: 1.28 M  
[Link](#)



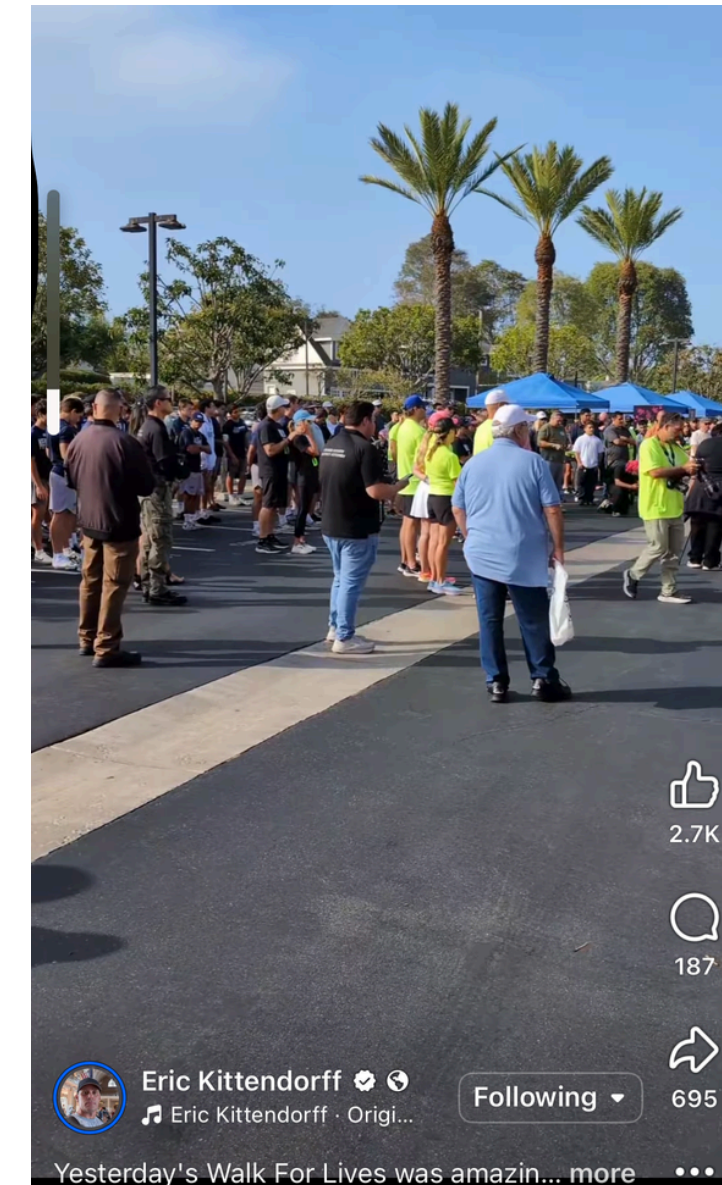
# Social Media: Post-Event



Every.11.Minutes  
379k



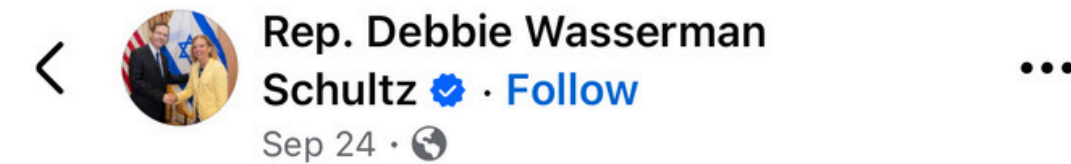
Amy.  
Gutierrez  
72.1k



Eric Kittendorf  
174k



# Social Media: Post-Event



Proud to join [The Robin Foundation's Walkforlives](#) to raise awareness about the 100,000 Americans lost to overdoses this year and the need to end this crisis.

To every family suffering loss or struggling with addiction: I will always join you in this fight.



Debbie Wasserman Schultz  
203k

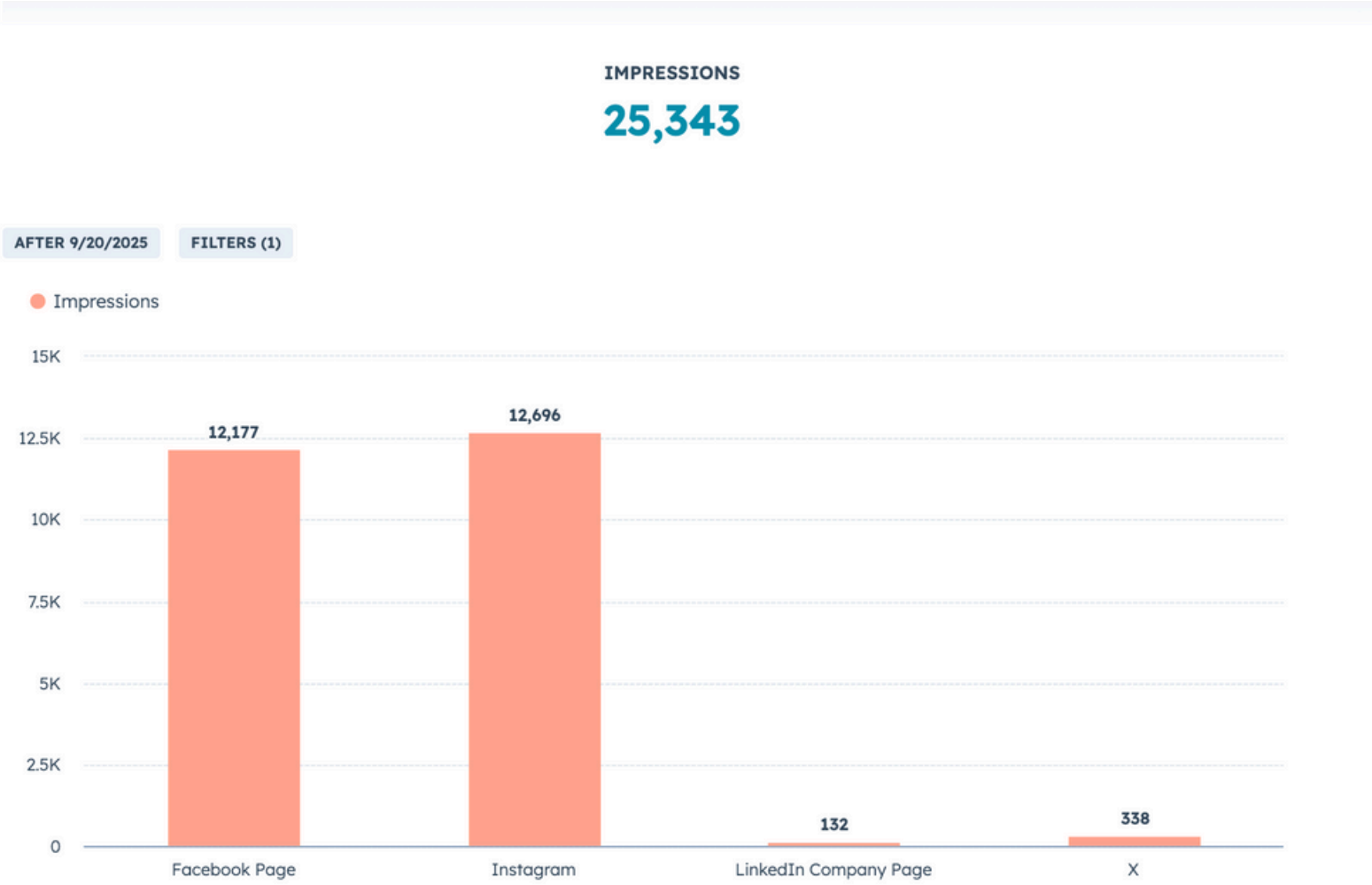


DEASeattle  
5,255





Recap Video  
Link



Hubspot Numbers



# Summary



## **Walk for Lives: A National Movement, Powered by Families**

- Over 40 walks across the country.
- Partnerships with over 250 community based organizations.
- Participation of over 50 elected officials at local, state and federal levels.
- Over 26 million total media and social impressions providing lifesaving awareness, education, and resources.
- Over 3.2 million impressions generated through social reach, driving momentum market-by-market.
- Over 3,000 virtual sign-ups and even more in person.
- Each walk led by a bereaved family member.





**Thank You!**

