

CELEBRATE WITH US

CREW APPRECIATION DAY 2025



OCTOBER 4TH

What is Crew Appreciation Day?

October 4, 2024, marked the first-ever Crew Appreciation Day—a holiday recognizing the indispensable contributions of crew members to the production industry.

It's no secret that the past couple of years have been tough on crews, and on 10/4, Wrapbook is proud to celebrate the hardworking people who keep productions rolling.

This year on October 4, we're focused on shouting out and celebrating crews **(& we need your help)**! Throughout the day, we'll also be sharing resources to support them as they look ahead into 2026.

Working in the industry hasn't been easy lately, and while one day won't change that, *today is dedicated to celebrating those who shine on set* (and in the production office) every day.

Join us for this
***NEW NATIONAL
HOLIDAY*** to honor
your fellow crew members.

Spread the love and share a post
about someone who deserves
recognition using the hashtag

#CrewAppreciationDay

Why this day matters

- **Celebrate crew members:** Shine a spotlight on the people who often stay behind the scenes but make productions possible.
- **Amplify recognition:** Last year, our campaign spread across social platforms with heartfelt crew shoutouts. We interviewed crew members asking them what this day means to them. [Watch the interviews here.](#)
- **Build community:** We've created resources, a landing page, and produced videos that connected crews, companies, and the broader production industry.

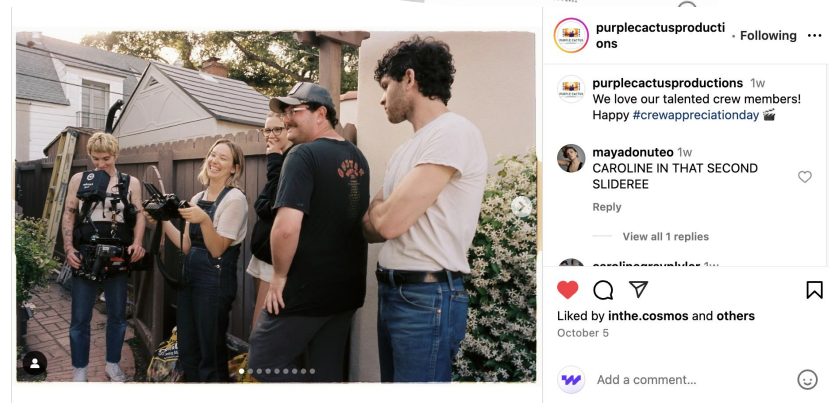


How you can participate

- **Spread the love:** Give a shoutout to a crew member who deserves recognition.
- **Use the hashtag:** Post on Instagram with **#CrewAppreciationDay** — your grid post will appear on our landing page.
- **Share your story:** Post your own photo of your crew (or a standout crew member), or use our ready-made captions and resources to make it easy.

RESOURCES FOR SHARING

- 📌 Use your own photos or [one of our graphics](#)
- 📌 Share the [landing page](#) on October 4
- 📌 Pre-made captions [here](#)



THANK
YOU!