



International Satellite System for Search and Rescue
Système international de satellites pour les recherches et le sauvetage
Международная Спутниковая Система Поиска и Спасения

CS26/113/F400

Montréal, 2 September 2026

To: All Cospas-Sarsat Programme Participants and Cospas Sarsat Mission Control Centers

**Subject: Second Celebration of the Cospas-Sarsat Global Search and Rescue Day –
10 September 2026**

Dear Colleagues,

This year we are going to celebrate the second Cospas-Sarsat Global Search and Rescue Day on 10 September 2026. The first rescue credited to Cospas-Sarsat took place 10 September 1982 in British Columbia, Canada, and this rescue marked a pivotal milestone, validating the system's effectiveness. Today, the Programme sends alerts to over 200 countries and territories and assists in saving an average of ten lives per day. The Kingdom of Saudi Arabia has provided a donation for recognizing and celebrating this day, to highlight the role of people behind the Programme.

This year Secretariat is working with a communications agency to deliver a fresh and innovative campaign this year, with a particular focus on the people, the advances in the Programme and visibility on its humanitarian impact. We would like to invite all Participants to actively support and promote the celebration through the following initiatives.

1. Landing Page of Global Search and Rescue Day

The intent of this celebration is to recognize the dedication and contributions of the professionals working in Cospas-Sarsat Mission Control Centres (MCCs). Participants are encouraged to use the link to the landing page provided below which has comprehensive information about the Global SAR Day to highlight the reason for observance of this day. Participants are encouraged to share the Global SAR Day landing page through their networks.

Landing page: <https://sarday.406.org/>

2. Social Media Tool kit

In the lead-up to the celebration, the Programme has launched a social media campaign featuring stories that highlight the global impact of the Cospas-Sarsat System. Participants are encouraged to use the **Social Media Toolkit** to promote Global SAR Day through their own websites, social media channels and other communications platforms.

The Toolkit includes:

- What Global SAR Day is and why it is celebrated on 10 September
- Guidance on how to use the Toolkit and how to post
- Key messages and the three things to say
- Suggested tone and taglines
- Verified figures and statistics that may be quoted
- Visual assets, including banners in different formats and Canva templates
- Ready-to-post content for the public and MCCs
- Ready-to-post content for partners and the media
- Recommended hashtags and tagging
- Guidance on how to help the Secretariat find and reshare your content
- Good practices, including what to do and avoid

Social media toolkit:

https://sarday.406.org/wp-content/uploads/2026/08/Cospas-Media_Toolkit.pdf

The link to the drop box can be found on page 8 under Assets. Furthermore, Participants are encouraged to follow, repost, like and share the campaign content within their respective networks through the following social media channels:

- **Facebook:** <https://www.facebook.com/InternationalCospasSarsatProgramme/>
- **LinkedIn:** <https://www.linkedin.com/company/international-cospas-sarsat-programme/>
- **Instagram:** <https://www.instagram.com/p/DMdmADqOnYm>
- **YouTube:** <https://www.youtube.com/@CospasSarsatProgram/shorts>

3. Public Relations Toolkit-Practical Guide

This toolkit contains everything needed to give Global Search and Rescue Day visibility within the media in a country: the official key messages, a pitch ready to be adapted for exchanges with journalists, a question-and-answer document, as well as a practical distribution guide. An official press release has been prepared by the communications team for use for drafting the Press Release in your national media on the Global SAR Day. The link is given hereunder:

https://sarday.406.org/wp-content/uploads/2026/09/Cospas-Sarsat_PR-Toolkit_GlobalSARDay-2.pdf

4. Token gifts for MCC Operators

In recognition of the hard work of MCC operators, the Programme had prepared special gifts which were given to the delegates of the Participant countries who attended JC-40, to carry back gifts to each MCC for distribution to their colleagues. These token gifts may be used to recognise the colleagues on the Global SAR Day.

5. Event Reporting and Sharing

You are encouraged to organize local events—either independently or in collaboration with RCCs or national agencies—and share details with the Cospas-Sarsat Secretariat. Kindly provide pictures and other relevant details about the celebration for posting on our social media accounts.

6. International Recognition Efforts and support from partners

The Secretariat is also working with **ICAO and IMO** to support Global SAR Day and to encourage international visibility for the celebration, including through media statements and other communications.

Global SAR Day provides an important opportunity to celebrate the remarkable history and continuing contribution of the Cospas-Sarsat Programme to saving lives, while also recognizing the exceptional people who operate and support the System every day. **We therefore encourage all Participants to actively support the campaign, share the available materials through their networks, and help us make 10 September 2026 a truly global celebration of the Cospas-Sarsat community.**

Thank you for your continued support and cooperation.

Yours sincerely,



Dr. Shefali Juneja
Head of Secretariat