

PRESS KIT

Burn It Down.

A twelve-week campaign by Big Mother Energy and Moms First.

October 19, 2026 through January 10, 2027.

For interviews and enquiries

Megan Darrell, Founder, Big Mother Energy

megan@bigmotherenergy.com

914 340 4611

Burn down the culture that says mothers are less than. Build one that shows our power.

IN THIS KIT

About Big Mother Energy

Mission and purpose

The twelve Burns

How the campaign works

Press contact and downloadable materials

ABOUT BIG MOTHER ENERGY

The organisation.

Big Mother Energy is founded by Megan Darrell, a mother of four. It puts mothers' skills, experience and power at the center of a future built by mothers, for mothers.

Its twelve-week Burn It Down campaign with Moms First calls out one thing that isn't working each week, and names what to build in its place. The campaign brings together film screenings, The Match conversations and The Mom Chain.

Mission and purpose.

The mission: burn down the culture that says we are less than, and build one that shows our power.

The purpose: show the world what happens when we harness big mother energy.

Awareness first, then watching, then the conversation, then action. The cultural shift is what moves policy. This is how we start it.

The campaign at a glance.

Twelve weeks. One burn and one build each week. October 19, 2026 through January 10, 2027.

The campaign runs on cream and plum, in one narrow column, on letsburnitdown.com. Every week pairs something that isn't working with the thing mothers are already building in its place.

Participation is practical: watch the film, host a screening, join The Match, carry the week in your own town through The Mom Chain.

Verified numbers.

Every figure quoted in a campaign post is checked against its original source before it is published. A number that cannot be sourced is not used.

Ask for the source list for any week and we will send the study, the survey or the report behind it.

THE TWELVE BURNS

Each week names one thing to burn down and one thing to build.

Week	Dates	Burn it down	Build it up
1	Oct 19-25	Childcare that costs more than rent.	Care every family can afford.
2	Oct 26-Nov 1	School hours and working hours that don't fit together.	Days built for working families.
3	Nov 2-8	Going back to work two weeks after birth.	Time to heal and bond, paid.
4	Nov 9-15	The motherhood penalty in pay.	Pay that doesn't drop when you become a mother.
5	Nov 16-22	The resume gap.	Work that counts what we did at home.
6	Nov 23-29	Doing all the things.	A load that's shared.
7	Nov 30-Dec 6	Bouncing back after birth.	Real care in the fourth trimester.
8	Dec 7-13	The judgement mothers feel in public.	Support that shows up.
9	Dec 14-20	Workplaces built for people without kids.	Workplaces that work for families.
10	Dec 21-27	Decisions about mothers made without mothers.	Mothers in the room where it happens.
11	Dec 28-Jan 3	Doing it alone.	A village you can call.
12	Jan 4-10	Caring for kids and parents with no help.	Support for the sandwich years.

Figures quoted in campaign posts are checked against their original source before publication. Ask for the source list for any week.

HOW THE CAMPAIGN WORKS

Watch, host, talk, act.

Watch the film.

The campaign starts with a film every mother in America needs to see. Hosts screen it for friends, neighbours and local leaders.

Host a screening.

Mothers, employers and organisations host screenings in their town. The week-one kit is downloadable from the campaign site.

Join The Match.

The Match puts mothers in conversation with the people who can change something. Taping slots are published on the campaign site.

The Mom Chain.

Each week names the captains and local brands carrying the work in their town, and the wall collects the mothers behind it.

DOWNLOADABLE MATERIALS

Big_Mother_Energy_Press_Kit.pdf

Burn_It_Down_in_Six.pdf · the campaign brief in six pages

Burn_It_Down_Deck.pdf · the full twelve-week plan

Big_Mother_Energy_Manifesto_2026.pdf · the manifesto

Burn_It_Down_Week1_Kit.pdf · the week-one kit

All five are served from letsburnitdown.com/downloads and linked from letsburnitdown.com/press.

PRESS CONTACT

Megan Darrell, Founder, Big Mother Energy

megan@bigmotherenergy.com

914 340 4611

letsburnitdown.com · instagram.com/bigmotherenergy