

Never Give Up Day

August 18, 2023

The City of Boulder proudly joins community members in celebrating Never Give Up Day on Friday, August 18, 2023. Never Give Up Day seeks to inspire community members to persevere and remember that, even in hard times, they can keep going and accomplish their goals.


Never Give Up Day is focused on cultivating a mindset of determination to help people get through difficult challenges and offers an opportunity to recognize outstanding achievements by individuals facing their challenges with grit and determination.

This day remains relevant for health care providing organizations, associations, and charities in their efforts to establish a call to action and fundraising activities.

We, the City Council of the City of Boulder, Colorado recognize Never Give Up Day and its positive influence for people across our community, and declare August 18, 2023 as

NEVER GIVE UP DAY

And call upon all in our city to make this day a springboard for awareness raising activities.



Aaron Brockett, Mayor

