



Send a letter to a landmark and Light It Up Red!

Below is an example of a request to a landmark to “Light It Up Red” and raise awareness for World Hemophilia Day. You can modify this example as you wish and send it to local landmarks in your community and country!

If you coordinate the lighting up of any buildings or monuments in your city or country, let us know by emailing marcomm@wfh.org so we can spread the news.

Good afternoon,

On April 17, 2022, (name of your organization or your name) are asking landmarks all over the world to **Light it Up Red!** in the name of World Hemophilia Day. Lighting up a building or landmark in red will help bring attention to those affected by inherited bleeding disorders.

The theme of World Hemophilia Day this year is “Access for All: Partnership. Policy. Progress. *Engaging your government, integrating inherited bleeding disorders into national policy*”. By raising awareness and bringing hemophilia and other inherited bleeding disorders to the attention of policymakers, we can increase sustainable and equitable access to care and treatment.

Light It Up Red is a campaign championed by the World Federation of Hemophilia (WFH). The WFH is an international not-for-profit organization and global network of patient organizations in 147 countries. They have been providing global leadership to help improve and sustain care for people with inherited bleeding disorders—including hemophilia, von Willebrand disease (VWD), rare factor deficiencies, and inherited platelet disorders—for over 50 years.

Our international bleeding disorders community has seen amazing participation over the past few years for the **Light it Up Red!** initiative. In 2021, over 100 major landmarks around the world participated.

For more information regarding World Hemophilia Day please visit: wfh.org/world-hemophilia-day.



We kindly ask you to send us photos of buildings and landmarks that have been lit up red. We also encourage you to use the hashtag #WHD2022 when you post a Light It Up Red photo on social media.

Thank you very much for taking the time to consider our cause, and I look forward to hearing from you!

Best,
Your Name