

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

Below is an example of a request letter 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 any buildings or monuments in your city or country agree to participate, please let us know by emailing marcomm@wfh.org so we can spread the news!

**WORLD
HEMOPHILIA DAY**
APRIL 17, 2024
#WHD2024

EQUITABLE access for all



Hello,

On April 17, 2024, the World Federation of Hemophilia (WFH) is 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 the event this year is “Equitable access for all: recognizing all bleeding disorders”. The World Federation of Hemophilia (WFH) vision of Treatment for All is for a world where all people with inherited bleeding disorders have access to care, regardless of their type of bleeding disorder, gender, age, or where they live. This April, let’s celebrate our community and continue working towards a world where everyone—with hemophilia A or B, von Willebrand disease (VWD) or any other bleeding disorder—has access to diagnosis, treatment, and comprehensive care.

Light It Up Red is a campaign championed by the WFH, an international not-for-profit organization and global network of patient organizations in 147 countries. The WFH has 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 nearly 60 years.

The international bleeding disorders community has seen amazing participation over the past few years for the **Light it Up Red!** initiative. In 2023, over 150 major landmarks around the world participated—a new record!

For more information regarding World Hemophilia Day please visit wfh.org/whd.



We kindly ask you to post photos of buildings and landmarks that have been lit up red on social media, using the hashtag #WHD2024.

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

Best,