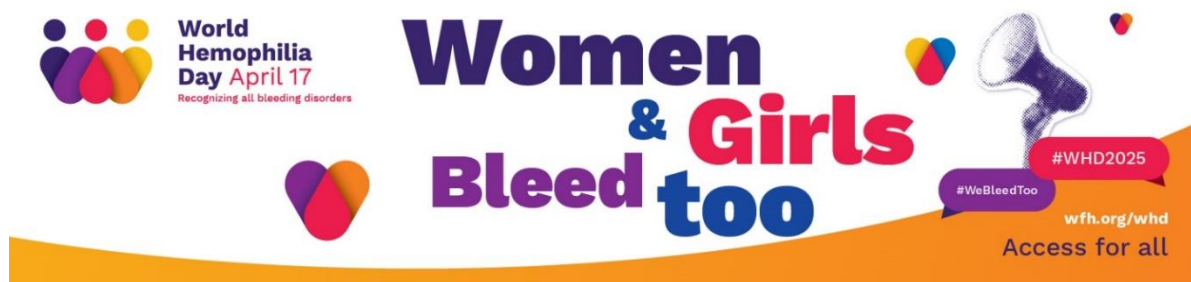


Send a letter to a landmark and Light it Up Red!

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 and send it to local landmarks in your community!

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 help spread the news!



Hello,

On April 17, 2025, 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.

This year’s theme for World Hemophilia Day is “Access for all: Women and girls bleed too”. Today, women and girls with bleeding disorders (WGBDs) are still underdiagnosed and underserved. The global bleeding disorders community has the power—and the responsibility—to change this. Through recognition, diagnosis, treatment, and care, the quality of life of women and girls will improve, and the bleeding disorders community will become stronger. Lighting a monument or building in red is an amazing way to spread this message, and show support.

Light it Up Red is a campaign championed by the WFH, an international not-for-profit organization and global network of patient organizations in 152 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 2024, over 150 major landmarks around the world participated!

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 #WHD2025.

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