

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 communications@wfh.org so we can help spread the news!



To whom it may concern,

On April 17, 2026, the global inherited bleeding disorders community will come together on World Hemophilia Day to advocate for all inherited bleeding disorders. This year's theme of “Diagnosis: First step to care” highlights the critical importance of diagnosis—the essential first step in treatment and care. I’m asking today for your support of this cause by lighting up **[name of monument]** in red on April 17th, 2026. Lighting a monument or building in red is an amazing way show support to those affected by inherited bleeding disorders.

Light it Up Red is a campaign championed by the World Federation of Hemophilia (WFH), an international not-for-profit organization and global network of patient organizations in over 150 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 in the **Light it Up Red** initiative in the past. In 2025, over 175 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 #WHD2026.

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