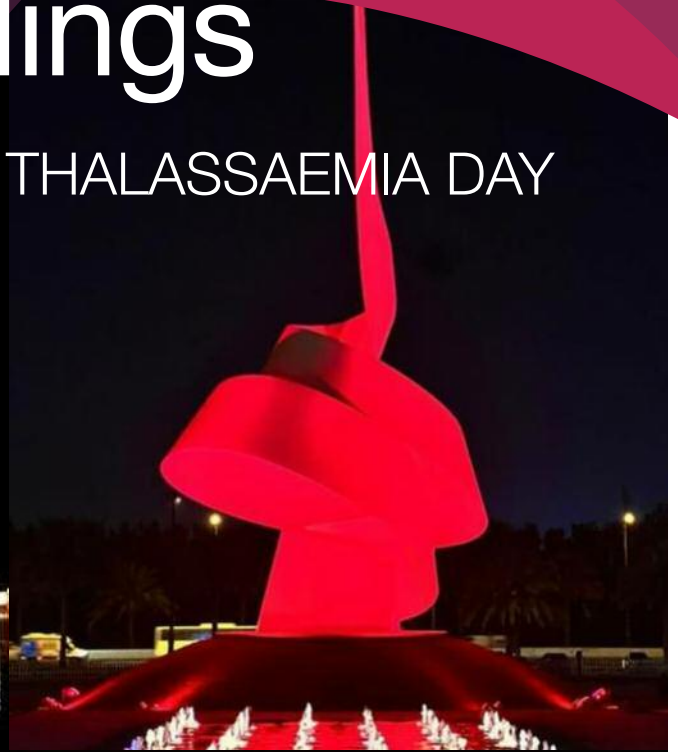


How to Illuminate Buildings

FOR INTERNATIONAL THALASSAEMIA DAY



#BeAwareShareCare

#TreatmentForThal

#TreatmentForAll

<https://thalassaemia.org.cy/itd2024>

BRING THALASSAEMIA TO LIGHT!

The **'Bring Thal to Light'** initiative, taking place on May 8th, 2024, serves as a beacon of hope and solidarity for the global thalassaemia community.

By illuminating **IN RED** landmarks and monuments across the world, a chain of lights connects us all in our shared efforts to change the landscape of this debilitating disease. The dazzling display not only raises awareness about the condition and its impact on patients and society but also pays tribute to those living with thalassaemia. Furthermore, it acknowledges the altruistic individuals who generously donate blood to help others survive and thrive.

With each local and national building or monument that participates in this extraordinary event, the **initiative's international impact** grows exponentially. With more than 50 building illuminations having taken place worldwide to mark the 2023 International Thalassaemia Day, this year's initiative aims for even greater participation and international impact.

We urge you to **connect with local or national patient organizations to amplify your efforts** in spreading awareness and support for individuals living with thalassaemia.

HOW TO LIGHT UP IN RED

TIPS & GUIDANCE

- ▶ **Step 1: Choose a famous building or monument** to illuminate in red.
- ▶ **Step 2: Identify the individuals responsible** for granting permission and overseeing the lighting process.
- ▶ **Step 3: Compose a letter** (see template below) that includes your organization's name, the regional or national impact of thalassaemia, the annual International Thalassaemia Day event, and the significance of highlighting a prominent landmark on this day (to raise awareness for thalassaemia and its patient communities, to convey a message of unity, etc.).
- ▶ **Step 4: Submit your lighting request** to the selected location and, if feasible, follow up with a phone call.
- ▶ **Step 5: Determine the most suitable method for illuminating the monument** – some structures might already participate in lightings, while for others this could be their first time.
- ▶ **Step 6: Assess any expenses** – many monuments can be lit in red at no cost! However, fees may apply in some cases. Unfortunately, the International Thalassaemia Day campaign cannot provide financial assistance for your lighting endeavors.
- ▶ **Step 7: Take high-quality photos or videos** of your illuminated landmark. Share them on your social media pages and with TIF (don't forget to use the **#ITD2024**, the **#BeAwareShareCare** and the **#TreatmentForThal #TreatmentForAll** hashtags!)

SAMPLE EMAIL REQUEST

The following is a **sample email request** to illuminate a local landmark in red and help increase awareness for International Thalassaemia Day, on May 8th.

Feel free to tailor the example request below as you see fit and reach out to nearby attractions in your community and country.

If you successfully organize the illumination of any structures or monuments, give us a shout at thalassaemia-cs@thalassaemia.org.cy - we'd love to help share the exciting news!

“Dear friends,

On May 8, 2024, **the Thalassaemia International Federation (TIF) invites landmarks worldwide to "Bring Thal to Light"** in honour of International Thalassaemia Day. By lighting up buildings and landmarks in red, we aim to raise awareness for people affected by thalassaemia globally.

This year's theme is "Empowering Lives, Embracing Progress: Equitable and Accessible Thalassaemia Treatment for All." Our goal is to draw attention from governments, policymakers, and key opinion leaders to thalassaemia and its impact. By doing so, we can enhance equitable access to proper diagnosis, existing and future treatment options, and comprehensive care for all individuals afflicted by this genetic disorder.

"Bring Light to Thal" is a campaign spearheaded by TIF, an international non-profit, non-governmental organisation with more than 230 national patient associations across over 65 countries. For nearly four decades, TIF has provided global leadership in improving and sustaining care for people living with thalassaemia and other haemoglobin disorders, including sickle cell disease and rare anaemias.

By illuminating landmarks and monuments in red worldwide, we create a chain of lights that unites us all in our collective efforts to change the landscape of thalassaemia.

For more information about International Thalassaemia Day, please visit <https://thalassaemia.org.cy/itd2024/>.

We kindly request that you share photos of red-lit buildings and landmarks on social media using the hashtags **#ITD2024**, **#BeAwareShareCare**, **#TreatmentForThal**, and **#TreatmentForAll**.

Thank you for your time and consideration. We eagerly anticipate your support.

Best regards,
[Signature]”

DOWNLOAD
LETTER





#BeAwareShareCare

#TreatmentForThal

#TreatmentForAll

Bring Thal to light!



THALASSAEMIA
INTERNATIONAL
FEDERATION