

**DATE – (where words are in RED, please personalise to suit your location, landmark and contact details)**

Dear Sir/Madam/name where applicable

**Re: Illumination of (name of landmark).**

I would like to enquire about lighting up **(name of landmark)** in the colour **RED** on *World Encephalitis Day* (February 22nd, 2021), as part of the Encephalitis Society’s ongoing mission to raise awareness of the devastating neurological condition - encephalitis.

I have first-hand knowledge and experience of the devastation that encephalitis can have on individuals, families and friends and I hope you will support this appeal to educate the public about this life-threatening brain condition.

Encephalitis affects 500,000 people globally each year – more than certain types of meningitis and motor neurone disease, yet few people have heard of it. There is also growing evidence that encephalitis can be a neurological complication for survivors of the COVID-19 virus.

The Encephalitis Society, of which I am a proud supporter, wants to change this, and one of the ways we hope to do so is by schemes such as our *Lights Camera Action* campaign for *World Encephalitis Day (WED)*.

The Encephalitis Society launched a large-scale global campaign *World Encephalitis Day* in 2014 and, in the six years since, it has reached 187 million people and become the most important day in our calendar for raising awareness.

To mark World Encephalitis Day in 2017, we set ourselves the ambitious mission of illuminating famous buildings across the world in the colour red in order to “shine a light on encephalitis” and managed to light up Niagara Falls, the CN Tower in Toronto, the Bell Tower in Perth and Trafalgar Square in London to name a few! We are really keen to repeat this in 2021 with even more landmarks across the world.

Illuminating **(name of landmark)** would be another key piece of our campaign and would be complemented by wider social and traditional media which, as in previous years, would reach millions of people.

We hope you will be interested in supporting our project and might be able to tell us at your earliest convenience whether it is possible to light up **(name of landmark)** on 22 February 2021.

I can be contacted on [email here]. If I don’t hear from you, I can check back in with you in January to see if there is any more information you might need to support us. I very much look forward to hearing from you.

Yours sincerely

Name

[www.worldencephalitisday.org](http://www.worldencephalitisday.org)