

23 January 2020

RE: Lighting Request for Fitzsimmons Bridge

Hello Mayor and Council,

My name is Crystal Ceres from Hypertension Canada. I am writing regarding a lighting request for Fitzsimmons Bridge. Please find the required information below.

The nature of the event

World Hypertension Day is marked around the globe annually on May 17. It raises awareness of the importance of accurate blood pressure measurement through blood pressure screenings, among other initiatives. While this is not a physical event with attendees, landmarks across Canada such as Niagara Falls will be lit red to represent World Hypertension Day.

Hypertension (high blood pressure) is the leading preventable cause of death in Canada. An estimated 7.2 million Canadian adults have hypertension, characterized by blood pressure measurement of 140/90 mmHg or higher. Reduction of elevated blood pressure substantially reduces the risk of these complications and death in a highly cost effective manner. Hypertension Canada is Canada's only national non-profit organization dedicated solely to the prevention and control of hypertension and its complications.

The requested date for the lighting

May 17, 2020

The requested colour for the lighting

Red



Hypertension
CANADA

Hypertension Canada
3780 14th Avenue, Suite 211
Markham, ON L3R 9Y5

Phone: 905-943-9400
Fax: 905-943-9401
www.hypertension.ca

Link to more information

<http://www.hypertension.ca>

Where will we be promoting the lighting, i.e. social media, website, etc.

[Hypertension Canada website](http://www.hypertension.ca)

[Twitter](#)

[Facebook](#)

Warm Regards,

Crystal E. Ceres

Crystal Ceres
Communications Manager, Hypertension Canada



Landmark Lighting Request Form

Please complete the form and scan/email to corporate@whistler.ca.

This application does not guarantee that your event lighting request will be approved or your date is available.

We will contact you to confirm the status of your request.

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| Contact Name | Crystal Ceres |
| Organization | Hypertension Canada |
| Business Address | 3780 14th Avenue, Suite 211 |
| City/Province/Postal Code | Markham, ON, L3R 9Y5 |
| Business Phone Number | 905-943-9400 EXT. 270 |
| Business Email | crystal.ceres@hypertension.ca |
| Website Address | http://www.hypertension.ca |
| Brief description of the event associated with your request <i>(Information here will be used for communications and the sign on the bridge. Max 75 words. RMOW will edit copy if necessary.)</i> | World Hypertension Day is marked around the globe annually on May 17. It raises awareness of the importance of accurate blood pressure measurement through blood pressure screenings, among other initiatives. While this is not a physical event with attendees, landmarks across Canada such as Niagara Falls will be lit red to represent World Hypertension Day. Hypertension (high blood pressure) is the leading preventable cause of death in Canada. An estimated 7.5 million Canadian adults have hypertension, characterized by blood pressure measurement of 140/90 mmHg or higher. Reduction of elevated blood pressure substantially reduces the risk of these complications and death in a highly cost effective manner. Hypertension Canada is Canada's only national non-profit organization dedicated solely to the prevention and control of hypertension and its complications. |
| Optional: Social Media Campaign Title <i>(include hashtags)</i> | #HypertensionMonth #CanadaUnderPressure |
| Landmark Choice | <input checked="" type="checkbox"/> Fitzsimmons Covered Bridge |
| Date of Event | May 17, 2020 |
| Colour Request | Red |

Signature: Crystal E. Ceres

Date: January 23, 2020