



August 8, 2022

Re: National Child Day in Canada – Turning Monuments Blue

Greetings:

Every year on November 20 – to mark the signing of the United Nations Convention of the Rights of the Child – UNICEF celebrates World Children’s Day, an annual day of action for children, by children. Canada has officially designated November 20 as National Child Day.

This is an important occasion to advocate and raise awareness for the most pressing issues facing children and youth, in Canada and around the world. To show their support, buildings, monuments and landmarks across the country and around the globe will again light up blue on November 20. In past years, “blue” landmarks in Canada ranged from BC Place Stadium and the Vancouver Convention Centre, to the Grand Roue de Vieux-Port (Montreal), to the Toronto CN Tower and Niagara Falls. They joined the Sydney Opera House, the Tour Eiffel in France, the Acropolis in Greece, the Pyramids of Giza, Chichen Itza in Mexico, the Empire State Building in New York, and many more.

UNICEF Canada would be honoured if you would join our celebration of children's rights by lighting Fitzsimmons Covered Bridge November 20 and help draw attention to children's concerns and the most pressing issues they face.

We can also work with your PR and communications team to promote the lighting of the monument in the media and on our national and global channels, alongside other iconic landmarks around the world.

Please let us know if you can participate, and do not hesitate to get in touch if you have questions or would like more information about National Child Day in Canada, World Children's Day or UNICEF's work for children in Canada and around the world.

We look forward to hearing from you.

Yours sincerely,

David Morley

A handwritten signature in blue ink that reads "David Morley".

President and CEO

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