

Good afternoon,

On April 17, 2023, the World Federation of Hemophilia (WFH) is asking landmarks all over the world to **Light it Up Red!** in the name of World Hemophilia Day. Lighting up the Maple ridge City Hall in red will help bring attention to those affected by inherited bleeding disorders.

The theme of World Hemophilia Day this year is “*Access for All: Prevention of bleeds as the global standard of care* “. By raising awareness and bringing hemophilia and other inherited bleeding disorders to the attention of policymakers, we can increase sustainable and equitable access to care and treatment.

Light It Up Red is a campaign championed by the WFH, an international not-for-profit organization and global network of patient organizations in 147 countries. We have 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.

Our international bleeding disorders community has seen amazing participation over the past few years for the **Light it Up Red!** initiative. In 2022, over 125 major landmarks around the world participated—a record!

For more information regarding World Hemophilia Day please visit wfh.org/whd.



We kindly ask you to send us photos of buildings and landmarks that have been lit up red. We also encourage you to use the hashtag #WHD2023 when you post a Light It Up Red photo on social media.

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

Best,

XIOMARA VELASQUEZ

Communications Manager - Social Media & Events • Gestionnaire de la communication - Média sociaux et événements • Gerente de Comunicaciones – Redes sociales y Eventos

World Federation of Hemophilia • Fédération mondiale de l'hémophilie • Federación Mundial de Hemofilia

F +1 905.226.8947

1425, boul. René-Lévesque Ouest, bureau 1200

Montréal, Québec H3G 1T7 Canada

xvelasquez@wfh.org • www.wfh.org

