

To Mayor and Council,

I am contacting you on behalf of **Lupus Canada**. Lupus Canada is the only national organization focused on lupus research, advocacy, awareness and education in Canada. No other organization provides a bigger opportunity to make an impact on lupus and those who live with it.

We pride ourselves in building and maintaining a strong community of individuals who support our cause and are interested in lupus awareness and advocacy. We're putting the spotlight on the many faces of lupus through initiatives. We are working tirelessly to provide reliable resources and foster awareness among Canadians about lupus. Due to the multi-faceted nature, lupus is not an easily recognizable disease and does not lend itself to be widely known by the public. It is therefore necessary to provide knowledge and create awareness among Canadians.

With lupus awareness month in May we have initiatives including World Lupus Day on May 10th taking place, which are **annual national events**. We would like to propose to have the ***Fitzsimmons Bridge* Illuminated in Purple on May 10th for World Lupus Day**. It is our hope that by lighting the CN Tower, Niagara Falls, the Calgary Tower and more, we can create awareness for this debilitating disease. These dates are crucial to supporting those who live with lupus, as well as, fighting to create more resources for those in need. World Lupus Day is an annual event.

Please let us know your thoughts. If you need more information on lupus please feel free to visit our website <https://lupuscanada.org/living-with-lupus/> . We welcome the opportunity to further discuss this opportunity in greater detail with you at your earliest convenience.

Places that we will promote the event:

Website: <https://lupuscanada.org/>

Facebook: Lupus Canada

Instagram: @LupusCanada

Twitter: @LupusCanada

LinkedIn: @LupusCanada

Hashtags: #WorldLupusDay #EquitableCare #InspireChange

E-Newsletters

Kind regards,

Ariana Ranjbar

National Digital Marketing Specialist, Lupus Canada

Web: www.lupuscanada.org



Landmark Lighting Request Form

Please complete the form and scan/email to corporate@whistler.ca along with your cover letter addressed "To Mayor and Council" with information regarding your campaign or cause.

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

Contact Name	Ariana Ranjbar
Organization	Lupus Canada
Business Address	PO Box 8, LCD 1, Newmarket, ON
City/Province/Postal Code	L3Y 4W3
Business Phone Number	1-800-661-1468
Business Email	ariana.ranjbar@lupuscanada.org
Website Address	https://lupuscanada.org/
Brief description of the event associated with your request - 75 words or less <i>(Information here will be used for communications and the sign on the bridge. RMOW will edit copy if necessary.)</i>	Lupus Canada is thrilled to announce that May is Lupus Awareness Month. This month allows advocates to recognize World Lupus Day on May 10th. World Lupus Day is crucial to supporting those who are impacted by and live with lupus, as well as, fighting to create more resources and awareness for those in need.
Optional: Social Media Campaign Title (include hashtags)	#WorldLupusDay #EquitableCare #InspireChange
Landmark Choice	<input checked="" type="checkbox"/> Fitzsimmons Covered Bridge
Date of Event	May 10th, 2024
Colour Request	Purple

Signature: 

Date: March 15, 2024

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