

Dear Mayor and Council,

Food Allergy Canada would like to submit an illumination request to light the Fitzsimmons Covered Bridge teal for Food Allergy Awareness Month in May – a nationally recognized annual event that is recognized by Parliament. Here is a link to a past message from the Minister of Health for National Food Allergy Awareness Month: <https://www.canada.ca/en/health-canada/news/2022/05/message-from-the-minister-of-health--food-allergy-and-celiac-awareness-months.html>.

Food allergies directly affect more than 3 million Canadians. Since teal is the colour associated with food allergy, lighting will help to create awareness of food allergies on a national scale. We will use the lighting to draw attention and interest from outside the community. We will be promoting lightings via email to our members (61k) + through social media (44k) + on our website (65k impressions per month). Our social media handles are @foodallergycan on Twitter, @food\_allergy\_canada on Instagram, and @foodallergycanada on Facebook. Our hashtags for this campaign are #ShineATealLight, #TurnItTeal, #FAAM and #AllergyAware.

You did light up the Fitzsimmons Covered Bridge last year – thank you and I hope we can make it happen again this year! We are happy to submit any additional information required for this request.

Thanks in advance,

Alana Elliott  
Project Consultant  
**Food Allergy Canada**  
[foodallergycanada.ca](https://foodallergycanada.ca)  
T. 866 785-5660  
C. 647 933-3726 | [aelliott@foodallergycanada.ca](mailto:aelliott@foodallergycanada.ca)





## Landmark Lighting Request Form

Please complete the form and scan/email to [corporate@whistler.ca](mailto: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.

<b>Contact Name</b>	Alana Elliott
<b>Organization</b>	Food Allergy Canada
<b>Business Address</b>	505 Consumers Road, Suite 507
<b>City/Province/Postal Code</b>	Toronto, Ontario M2J 4V8
<b>Business Phone Number</b>	647-933-3726
<b>Business Email</b>	aelliott@foodallergycanada.ca
<b>Website Address</b>	www.foodallergycanada.ca
<b>Brief description of the event associated with your request - 75 words or less</b> <i>(Information here will be used for communications and the sign on the bridge. RMOW will edit copy if necessary.)</i>	Food Allergy Awareness Month is a nationally recognized annual event that is recognized by Parliament. Food allergies directly affect more than 3 million Canadians. Since teal is the colour associated with food allergy, lighting will help to create awareness of food allergies on a national scale. We will use the lighting to draw attention and interest from outside the community.
<b>Optional: Social Media Campaign Title (include hashtags)</b>	Food Allergy Awareness Month - #ShineATealLight, #TurnItTeal, #FAAM and #AllergyAware
<b>Landmark Choice</b>	<input type="checkbox"/> <b>Fitzsimmons Covered Bridge</b>
<b>Date of Event</b>	May 22, 2024
<b>Colour Request</b>	Teal

Signature: Alana Elliott Digitally signed by Alana Elliott  
Date: 2024.03.26 11:51:01 -07'00'

Date: March 26, 2024

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