



Eczema Society of Canada | 411 The Queensway South, PO Box 25009 Keswick, ON L4P 4C2 | 1-855-ECZEMA-1 | www.eczemahelp.ca

August 19, 2024

Dear Whistler Mayor and Council,

I'm writing on behalf of Eczema Society of Canada to inquire about illuminating the Fitzsimmons Covered Bridge for one day during the first week of November 2024 to support Eczema Awareness Month.

ESC's 2022 "light up" campaign was a huge success, so we're bringing it back in 2024.

I've included the requested details in the attached document, including how we plan to promote the Bridge if the date is available. We have flexibility on the date and will work with your team if our selected date is unavailable. I look forward to hearing from you.

Thank you for your consideration.

Warmly,

Hilary

Hilary Lawton
Communications Lead
Eczema Society of Canada
hilary@eczemahelp.ca
647.746.4417



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	Hilary Lawton
Organization	Eczema Society of Canada
Business Address	411 The Queensway South, Post Office Box 25009
City/Province/Postal Code	Keswick/Ontario/L4P 4C2
Business Phone Number	647-746-4417
Business Email	hilary@eczemahelp.ca
Website Address	https://eczemahelp.ca/
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>	November is Eczema Awareness Month, and the Eczema Society of Canada (ESC) is partnering with monuments and landmarks across Canada to light up blue to “shine a light” on the burden and impact of eczema and atopic dermatitis (AD). We will promote the Fitzsimmons Covered Bridge on the ESC website, social media channels, and the community newsletter (reaching patients, caregivers, medical professionals, sponsors and decision-makers).
Optional: Social Media Campaign Title (include hashtags)	#ShiningALightOnEczema
Landmark Choice	<input type="checkbox"/> Fitzsimmons Covered Bridge
Date of Event	Friday, November 8
Colour Request	Blue

Signature: Hilary Lawton Digitally signed by Hilary Lawton
Date: 2024.08.19 19:21:51 -04'00'

Date: August 19, 2024

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