

October 9th, 2024

World PANS PANDAS Awareness Day



August 6, 2024

Dear Mayor and Council,

Re: Cover Letter for the Lighting Request of Fitzsimmons Covered Bridge on October 9th

On behalf of Inflamed Brain Alliance (IBA), I'm inquiring about lighting-up Fitzsimmons Covered Bridge in the color RED on World PANS PANDAS Awareness Day this October 9, 2024 to raise awareness of the autoimmune neuropsychiatric conditions - PANS and PANDAS.

Inflamed Brain Alliance is the only *PANS/PANDAS charity in Canada. We're deeply committed to changing the public's awareness of this little known condition. One of the ways we aim to do so is with national campaigns, such as our Red4PANS light-up campaign on World PANS PANDAS Awareness Day.

To further IBA's mission, in 2023, the Government of Canada added World PANS PANDAS Awareness Day to their Calendar of Health Promotion Days webpage to bring awareness throughout our country. <https://www.canada.ca/en/health-canada/services/calendar-health-promotion-days.html#m10>

*PANS (Pediatric Acute-onset Neuropsychiatric Syndrome) / PANDAS (Pediatric Autoimmune Neuropsychiatric Disorder Associated with Streptococcal Infections) has devastating impacts on individuals, families and friends. My hope is you will support IBA's appeal to educate the Canadian public about this inflammatory brain disease.

According to PANDAS Network US research, one in every 200 children is affected by PANS PANDAS. Based on this statistic, IBA estimates approximately 30,000 Canadian children are potentially suffering from this condition — yet the public is still largely unaware of it. Coincidentally, there is now growing evidence PANS can also be a neuro-inflammatory complication of the COVID-19 virus.

To mark World PANS PANDAS Awareness Day in 2023, IBA was able to light-up 65 landmarks to "*put a spotlight on PANS PANDAS.*" In 2024, we are eager to expand awareness by adding dozens more landmarks across Canada. For this year, IBA has already secured 51 landmarks throughout Canada. You can find our landmark lighting webpage here: www.inflamedbrain.org/landmark-lighting/.

Illuminating Fitzsimmons Covered Bridge would be another key piece of IBA's awareness campaign and will be promoted through our social media channels to reach thousands of people. On behalf of IBA, I hope you're able to support this national project by lighting-up Fitzsimmons Covered Bridge in red on October 9, 2024.

For more information about World PANS PANDAS Awareness Day please visit IBA's website at <https://inflamedbrain.org/awareness-day/>. I look forward to hearing from you, and can be contacted at Red4PANS@inflamedbrain.org.

Many thanks,

Kirsten Popowich



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	Kirsten Popowich
Organization	Inflamed Brain Alliance
Business Address	PO Box 71023 Silver Springs
City/Province/Postal Code	Calgary/Alberta/T3B 5K2
Business Phone Number	(587) 284-7745
Business Email	Red4PANS@inflamedbrain.org
Website Address	inflamedbrain.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>	<i>World PANS PANDAS Awareness Day is on October 9, 2024 to raise awareness of the autoimmune neuropsychiatric conditions - PANS PANDAS.</i>
Optional: Social Media Campaign Title <i>(include hashtags)</i>	<i>Hashtags: #Red4PANS, #InflamedBrain, #BringHealthToMind</i>
Landmark Choice	• Fitzsimmons Covered Bridge
Date of Event	October 9, 2024

Colour Request	RED - #FF0000; rgb (255,0,0)
-----------------------	-------------------------------------

Signature: Kirsten Popowich

Date: August 6, 2024

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