

February 10, 2025

Resort Municipality of Whistler4325 Blackcomb Way
Whistler, BC V8E 0X5

Via: corporate@whistler.ca

Re: Request to Light a Landmark

Dear Mayor and Council,

The Gastrointestinal Society is a Vancouver-based registered charity dedicated to providing trusted, evidence-based information on all areas of the gastrointestinal tract. Last year, on April 18th, the Fitzsimmons Creek Bridge lit up purple in recognition of IBS Awareness Month. On behalf of millions of Canadians affected by irritable bowel syndrome (IBS), we thank you for your support.

IBS affects 13-20% of Canadians. It is so common that you likely know at least one person living with this functional disorder. Unfortunately, the stigma surrounding IBS (and digestive health in general) is pervasive. Many people suffer in silence, reluctant to broach the subject even to seek treatment.

In 2003, the Canadian Society of Intestinal Research (our partner organization) advocated to mayors across Canada and succeeded in having April declared as IBS Awareness Month. Ever since, we have launched annual education and awareness campaigns. Landmarks across Canada have lent their support. This year, we hope that the Fitzsimmons Creek Bridge will again illuminate purple to join us in this cause.

Thank you for your time and consideration.

Sincerely,



Alicia Seidel
Outreach Coordinator
Gastrointestinal Society



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	Alicia Seidel
Organization	Gastrointestinal Society
Business Address	231-3665 Kingsway
City/Province/Postal Code	Vancouver, BC V5R 5N2
Business Phone Number	(604) 873-4876
Business Email	alicia@badgut.org
Website Address	www.badgut.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>	Irritable bowel syndrome (IBS) is a very common gastrointestinal condition with symptoms of abdominal pain, bloating, constipation, and/or diarrhea. To raise awareness and reduce the stigma behind discussing its symptoms, landmarks across Canada are illuminating to commemorate IBS Awareness Month.
Optional: Social Media Campaign Title (include hashtags)	@gisociety #IBS #guthealth #badgut
Landmark Choice	<input checked="" type="checkbox"/> Fitzsimmons Covered Bridge
Date of Event	Any 1 day in April 2025.
Colour Request	Purple

Signature: Alicia Seidel

Date: Feb. 10, 2025

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