

To 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 – 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 (70k) + through social media (44k) + on our website (65k impressions per month). Our social media handles are @foodallergyca on X, @food\_allergy\_canada on Instagram, and @foodallergyca on Facebook. Our hashtags for this campaign are #ShineATealLight, #LightlTeal, #FAAM and #AllergyAware.

We are happy to submit any additional information required for this request.

Thanks in advance,

Katherine MacDonald



## 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>	
<b>Organization</b>	
<b>Business Address</b>	
<b>City/Province/Postal Code</b>	
<b>Business Phone Number</b>	
<b>Business Email</b>	
<b>Website Address</b>	
<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>	
<b>Optional: Social Media Campaign Title (include hashtags)</b>	
<b>Landmark Choice</b>	<input checked="" type="checkbox"/> <b>Fitzsimmons Covered Bridge</b>
<b>Date of Event</b>	May 26, 2025
<b>Colour Request</b>	

Signature: K. MacDonald

Date: \_\_\_\_\_

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