

## Marius Miklea

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**From:** Ariana Ranjbar <ariana.ranjbar@lupuscanada.org>  
**Sent:** Thursday, March 18, 2021 12:13 PM  
**To:** corporate  
**Subject:** Lupus Awareness Month  
**Attachments:** landmarklightingrequestform.pdf; ATT00001.htm; image001.png; ATT00002.htm

Hello,

I am contacting you on behalf of Lupus Canada. Lupus Canada is the only national organization focused on lupus research, advocacy, awareness and education in Canada. No other organization provides a bigger opportunity to make an impact on lupus and those who live with it.

We pride ourselves in building and maintaining a strong community of individuals who support our cause and are interested in lupus awareness and advocacy. Through this community, we are able to promote healthy lifestyle choices for lupus patients, such as monthly dietician-approved recipes, as well as inform caregivers of the importance of their role. With more than 7,000 email subscribers to our monthly e-newsletter and over 4,100 members on a moderated online Facebook group, we are able to hear directly from the patient themselves regarding what they need most from us and external health care providers.

We're putting the spotlight on the many faces of lupus through initiatives. We are working tirelessly to provide reliable resources and foster awareness among Canadians about lupus. Due to the multi-faceted nature, lupus is not an easily recognizable disease and does not lend itself to be widely known by the public. It is therefore necessary to provide knowledge and create awareness among Canadians.

We are looking for passionate individuals to assist us with engaging with our communities and provinces across Canada to promote lupus and advocate for lupus patients!

With lupus awareness month in May we have several initiatives including World Lupus Day on May 10<sup>th</sup> and Put On Purple day on May 15<sup>th</sup> taking place. We would like to propose to have the Fitzsimmons Covered Bridge be Illuminated in Purple on May 10th for World Lupus Day. It is our hope that by lighting the CN Tower, Niagara Falls, The Skylon Tower, the Calgary Tower and more, we can create awareness for this debilitating disease. These dates are crucial to supporting those who live with lupus, as well as, fighting to create more resources for those in need.

Please let us know your thoughts. If you need more information on lupus please feel free to visit our website <https://lupuscanada.org/living-with-lupus/>. We welcome the opportunity to further discuss this opportunity in greater detail with you at your earliest convenience.