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 **[add organizational logo]**

**Dear [insert local contact name]**

**World Stroke Day Global Light Up Oct 29th 2022**

We are calling on our local leaders and authorities to participate in the **World Stroke Day Global Light Up on World Stroke Day** Oct 29th 2022. By lighting [major local landmark] blue [inser city name] can be part of a global chain of blue lights that aims to bring attention and awareness to stroke - one of the world’s leading causes of death and disability.

1 in 4 of us will have a stroke in our lifetime and every year 6.5 million people die as a result. Stroke happens when the blood supply to a part of the brain is interrupted either by a clot or by a bleed which causes surrounding brain tissue to die. Damage to the brain means that stroke survivors can be left with disabilities and impairments that affect how they move, speak, think and feel. We are all affected by stroke, either directly or through our families, friends, communities, and workplaces.

Everyone stands to benefit from better community awareness, especially knowing the signs of stroke and the need for emergency medical treatment. From the minute a stroke starts our brain cells start to die - timely action by individuals can save lives. This is why we are working with the World Stroke Organization to deliver their [Minutes Save Lives](http://www.worldstrokecampaign.org/) campaign and why we are asking [insert name of local authority] to join the World Stroke Day Global Light Up by adding [entire name of town/city] to the chain of lights around the world on October 29th.

To participate in the World Stroke Day Global Light Up, please see the attached guide, for local support and coordination please contact [insert local contact details]. Information about the WSO World Stroke Day Minutes Save Lives #Precioustime campaign, can be found at [www.worldstrokecampaign.org](http://www.worldstrokecampaign.org).

Yours sincerely

etc

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| **Logo  Description automatically generated** | **Landmark Light Up - Quick Guide** |

**What?**

A chain of public landmarks around the world all lit in blue.

**Why?**

Knowing the signs of stroke saves lives and reduces disability for survivors. The World Stroke Day Global Light Up aims to stimulate public awareness and attract local media attention to improve stroke symptom awareness as part of the broader World Stroke Day campaign.

**How?**

1. Choose one or more **iconic buildings, physical landmarks, or clocks** that are already lit and arrange to light blue on October 29th. (The awareness colour for stroke is indigo blue: **Pantone** Blue 072 C; **RGB:** R0; G55; B139; **Hex** #00378b) If you can’t get a precise lighting match, don’t worry as long as it is blue.
2. **Register** your light up on the World Stroke Day [Global Map of Action](https://www.world-stroke.org/world-stroke-day-campaign/world-stroke-day/register-your-event)
3. **Take a photo** of the light up and share it on local government, health authority, local events **social media** accounts on World Stroke Day October 29th. Please use the following message

*We’re lit blue to raise awareness of stroke signs on #WorldStrokeDay. 1 in 4 of us will have a stroke, we all need to know the signs. If you spot face drooping, arm weakness and speech difficulties it’s time to call an ambulance. Minutes can save lives, save #Precioustime*

If you want to adapt this message, please be sure to include either #WorldStrokeDay or #Precioustime to add your light-up to the global conversation.

1. Share a **Press Release and photo** with local media outlets highlighting the importance of stroke awareness. A template release has been drafted for local adaptation and can be found in the campaign toolkit at [www.worldstrokecampaign.org](http://www.worldstrokecampaign.org)

**Who?**

World Stroke Day is an initiative of the [World Stroke Organization](http://www.world-stroke.org/) the only global body focused exclusively on stroke. As a member of WSO, [insert name of organization] is supporting the Minutes Save Lives campaign in [insert location]. We would be happy to share information and welcome collaboration around planned activities to improve community awareness of stroke signs in [insert location] on World Stroke Day Oct 29th 2022.