Dear Sir/Madam,

I am writing to enquire about the possibility of illuminating **(insert landmark name)** in **RED** on World Encephalitis Day (Thursday, 22nd of February 2024). This initiative is part of Encephalitis International’s ongoing mission to raise awareness of the devastating neurological condition known as encephalitis.

Having personally witnessed the profound impact of encephalitis on individuals, families, and friends, I am passionate about raising awareness of this life-threatening brain condition. Despite affecting more than 500,000 people globally each year, encephalitis remains relatively unknown when compared to other neurological conditions. Our aim is to change this by “shining a light” on encephalitis. The prevalence of encephalitis is rising not only in **(insert country)** but also worldwide.

Since its inception in 2014, Encephalitis International’s flagship initiative, World Encephalitis Day, has grown into a large-scale global campaign. Over the past ten years, it has reached an astonishing 406 million people, establishing itself as the most significant day in our calendar for raising awareness.

In 2023, we successfully illuminated more than 200 renowned landmarks worldwide, including Niagara Falls, the CN Tower, Sydney Olympic Park, and Piccadilly Lights in London, with red lights to shine a spotlight on encephalitis. For 2024, we aspire to replicate and surpass this achievement by securing even more iconic locations to celebrate World Encephalitis Day. 2024 holds immense significance for us, as it commemorates our 30th anniversary as a charitable organisation. Therefore, we are determined to make this year's World Encephalitis Day truly remarkable and impactful!

Your support would be invaluable to the thousands of people around the world affected by encephalitis every year. And, to those affected in your local area as we often receive feedback from our members that they are delighted to see their local landmark supporting them. I sincerely hope that you will join our appeal to raise awareness among the public and healthcare professionals about this life-threatening brain condition. Help us go #Red4WED!

Thank you for your consideration.

Kind regards,