



SHINE A LIGHT ON ENCEPHALITIS

Once again, the world is going #RED4WED



Toolkit for Buildings



On February 22nd each year, Encephalitis International celebrates World Encephalitis Day.

As our most important, annual campaign reaches its 11th year, we want to raise even more awareness and highlight the needs of everyone affected by this devastating condition.

The theme of World Encephalitis Day 2024 is 'Delayed Diagnosis of encephalitis', and we want to place encephalitis centre stage by turning global landmarks red and shining the spotlight on the 500,000 people affected every single year.

We need your support to make this happen – can you help us turn the world #RED4WED on Thursday, 22nd February?

#RED4WED



Where words are in RED, please personalise to suit your location, landmark and contact details



DATE

Dear Sir/Madam/name where applicable

Re: Illumination of (name of landmark)

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,

Name

www.worldencephalitisday.org

You can copy and paste this onto a Word document or email to edit and send, or find a downloadable copy here - www.encephalitis.info/wed-resources



#RED4WED



Light up your landmark

Our community knows that encephalitis matters, and lighting landmarks and workplaces will raise awareness of encephalitis.

Anyone can turn a building #RED4WED and this toolkit tells you how to join this campaign to shine a light on encephalitis this World Encephalitis Day.



You can:

- Contact the owners of a well-known landmark in your town or city and ask them to join in. This is not as hard as you might think. In 2023, over 200 places went #Red4WED, including Niagara Falls, Tower 42 in London and the Melbourne Star Wheel, as well as a host of town halls, bridges and other landmarks around the globe.
- Your place of work may also support you by changing settings on their lighting system - or even by temporarily replacing a few lightbulbs.

For more information, visit encephalitis.info/wed-resources



#RED4WED

Light up your social network

Perhaps the most fun to be had on World Encephalitis Day is going #Red4WED on your social media profiles.

This can be as simple as wearing something red, taking a photo, and sharing it to your Instagram, Twitter or Facebook account and telling them about why you are supporting World Encephalitis Day.

Or you can download one of our special World Encephalitis Day graphics from www.encephalitis.info/wed-resources and share it online.

Some example tweets you could use are:



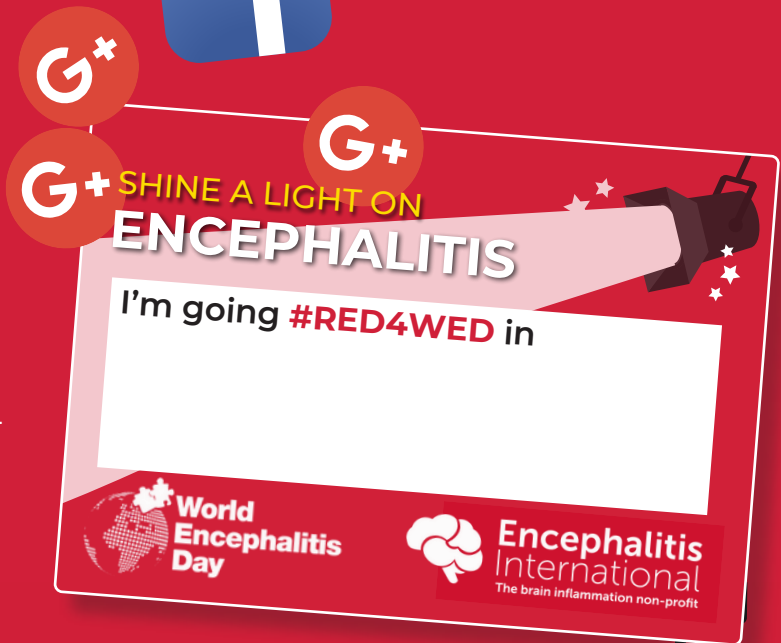
(name of building/
landmark/Twitter handle)
has turned red for World
Encephalitis Day #RED4WED
www.worldencephalitisday.org
#worldencephalitisday
Pls RT

I am adding my name
to the thousands of others
across the world who are wearing
#RED4WED today! #encephalitis
www.worldencephalitisday.org

Join the
global effort on
#WorldEncephalitisDay to
launch #RED4WED & support
the 500k people who contract
#encephalitis each year

Today is
#WorldEncephalitisDay! Join
#RED4WED to raise awareness
of #encephalitis which is
#BrainInflammation
www.encephalitis.info

I am delighted
to be supporting
@encephalitis by wearing red
on World Encephalitis Day!
#RED4WED
www.encephalitis.info
Pls RT



Light up yourself

You may also wish to buy one of our official World Encephalitis Day t-shirts and wear them on the day and post it online. T-shirts are available from www.encephalitis.info/shop

Light up your website

Your place of work or school may want to help you raise awareness on World Encephalitis Day by putting a banner or image on their website, blog or internal mailing. We have some resources at www.encephalitis.info/wed-resources or if you need something more specific, please get in touch at red4wed@encephalitis.info

Share photos

When it comes to sharing photographs or images online for World Encephalitis Day, we ask that you use the hashtags #RED4WED and #worldencephalitisday. Please also tag in our social media networks where possible:



For more information, visit www.encephalitis.info/Get-involved



#RED4WED

Night time photography tips...

Your support means the world to us and we'd like to share your images globally and acknowledge your commitment to World Encephalitis Day. Taking photos of the building once illuminated or of the actual switch-on means we can share them across all our digital platforms and increase awareness. Here are some night time architectural photography tips from the experts:

- Set camera to manual
- ISO100 , F8 to F11
- Take a good solid tripod
- Use the cameras self-timer and mirror lock up
- Shoot at dusk not when fully dark

Checklist

- ☐ Tell us you are RED4WED on 22nd February 2024 by emailing red4wed@encephalitis.info
- ☐ Print out posters to show you will be RED4WED www.encephalitis.info/wed-resources
- ☐ Purchase t-shirts from www.encephalitis.info/shop
- ☐ Go to your landmark on World Encephalitis Day and take a selfie with your sign & post to your social media with the hashtag #WorldEncephalitisDay

If you have any questions, please get in touch at red4wed@encephalitis.info



#RED4WED

**Thank you from all of us
at Encephalitis International -
together we can turn the world**

#RED4WED

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**Encephalitis
International**
The brain inflammation non-profit



**World®
Encephalitis
Day Alliance**

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