



# Get involved guide

**World Encephalitis Day** is the biggest day of the year for people whose lives have been affected by inflammation of the brain. Since its launch in 2014, **World Encephalitis Day** has reached 628 million people globally in our efforts to grow global awareness of encephalitis.

On Saturday, 22nd February 2025, it will be the 12th anniversary of our global awareness day and to celebrate this wonderful occasion we need supporters to help us shine a light on encephalitis.

During the past decade, **World Encephalitis Day** has been championed by people from all around the world – and we hope you will again be able to join us for what promises to be a fantastic and fun February.

**So, how can you get involved?**

Well, it is as easy as **1, 2, 3...**

## 1 Go #Red4WED

- Wear something #Red4WED
- Share your photo or video on social media using the hashtag #Red4WED and your story

Every year we ask our supporters to wear something red on **World Encephalitis Day** and then share their photos or videos on social media, telling their followers about why they are wearing red.

On 22nd February, wearing something red could mean anything - a red bow tie, red hat, red nails, red trousers or our official **World Encephalitis Day** t shirts which you can purchase from our online shop.

If you are going #Red4WED and sharing your photo or video on social media, please use the campaign hashtag #Red4WED so we can share it on our official **World Encephalitis Day** website.

Or, for the camera shy among you, we will also have our Five Facts social media posts which will be available to download from mid-January.

PS – If you would like one of our official #Red4WED t shirts please email [fundraising@encephalitis.info](mailto:fundraising@encephalitis.info)



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



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## Light up a Landmark

- Identify a local landmark you could contact to light up
- Download our request letter from our website [www.worldencephalitisday.org](http://www.worldencephalitisday.org)
- Tell us when you secure a building so we can add it to our official light up list!

On 22nd February 2024, we are asking supporters to help us turn the world **#Red4WED** by lighting up well-known local landmarks red. We are aiming to secure landmarks in 50 countries - can you help us?

In 2024, 249 landmarks and buildings across 29 countries went **#Red4WED**, including Niagara Falls, The Lotus Tower in Sri Lanka, The CCLEX Bridge in the Philippines, Kings Cross Station, London and the Olympic Park in Montreal Canada, to name a few!



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## Support our WED Appeal

### Countdown to change

It has been over 5 years since we first began our efforts to engage the World Health Organization (WHO) to support our work. In 2025 they intend to publish a technical briefing on encephalitis to engage policymakers and public health officials.

This year we are proud to launch our World Encephalitis Day Fund. Marking the pinnacle of our work with the WHO, this fund will enact on the solutions they propose for better awareness, research and support globally. We need your help to kickstart this fund by raising £50,000 by World Encephalitis Day.

### Fundraising

Last year our amazing World Encephalitis Day fundraisers raised nearly £10,000 towards our appeal. From office bake sales to team challenges we would love for you to set up a fundraiser for WED and you can link this to our main appeal page.

### Donate

Our appeal will be live from the 1st February 2025, we need your support no matter how small or big and the more people we can reach with the appeal the better so please share with your networks!



Visit [www.encephalitis.info/WED-Appeal](http://www.encephalitis.info/WED-Appeal) to find out more

