



Dear (Sir/Madam/name where applicable)

Re: Illumination of (name of landmark)

I am writing to inquire about the possibility of illuminating (insert landmark name) in **PURPLE** on World Vitiligo Day June 25th. World Vitiligo Day was first celebrated in 2011 and has since become a global event with the purpose of raising awareness and recognition of the bullying, social neglect, and psychological trauma of the millions of people affected by vitiligo. This initiative is part of the **#Lit4Vit**, the vitiligo community's ongoing mission to raise awareness, support and shine a light on the critical need for education for vitiligo!

What is VITILIGO?

Vitiligo (pronounced Little I Go, but replacing the L with a V) is an autoimmune disease that causes loss of pigment in 1 in 100 people in the United States. There's no cure or long-lasting treatments, and yet vitiligo is an emotionally and socially devastating disease that results in depression and alienation. It can be especially devastating to children and those with darker skin. Vitiligo is not contagious in any way.

Vitiligo Facts

- 70 million people across the world have vitiligo.
- There are no boundaries of race, ethnicity, or gender.
- Vitiligo is difficult to hide. This disease is misunderstood and the isolation people feel can be crippling.
- There is no known cure.
- There is very little funding for vitiligo research to better understand the disease and develop new treatments.
- Many of the currently available treatments are not covered by insurance. Treatments are also time-consuming and need to be done indefinitely.

Since its inception in 2011, World Vitiligo Day has grown into a large-scale global campaign and is celebrated all over the world. In 2023, our community successfully illuminated more than 75+ renowned landmarks all over the US, including US Bank Stadium, Orlando City Hall, Bunker Hill Bridge in Boston, Mayo Clinic Campuses, and more with **PURPLE** lights to shine a spotlight on vitiligo. For 2024, we aspire to replicate and surpass this achievement by securing even more iconic locations to celebrate World Vitiligo Day.

Therefore, we are determined to make this year's World Vitiligo Day truly remarkable and impactful! Your support would be invaluable to the thousands of people around the US touched by vitiligo. 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 autoimmune disease. Help us go **PURPLE** and **#Lit4Vit!**

Thank you for your consideration.

Kind regards,

(your name)

(Name of group, affiliate, or state you represent)