



Hello!

I am reaching out to explore the possibility of lighting your building or landmark in **PURPLE** to commemorate World Vitiligo Day on June 25th. Since its inception in 2011, World Vitiligo Day has evolved into a global event aimed at raising awareness about the bullying, social neglect, and psychological impact faced by millions living with vitiligo. This initiative is part of the **#Lit4Vit** campaign, which seeks to promote awareness, support, and the crucial need for education regarding vitiligo. You can view more about our campaign on our website: www.vitfriends.org/lit4vit.

What is VITILIGO?

Vitiligo (pronounced "Vi-ti-li-go") is an autoimmune disease that leads to the loss of skin pigment, affecting 1%-2% of individuals around the world. Although there is no known cure or long-lasting treatments, vitiligo can have a profound emotional and social impact, often resulting in depression and feelings of alienation. Children and individuals with darker skin tones may experience even more significant challenges. It's important to note that vitiligo is not contagious.

Vitiligo Facts:

- Approximately 70 million people worldwide are affected by vitiligo.
- The condition knows no boundaries of race, ethnicity, or gender.
- Vitiligo is challenging to conceal, leading to misunderstanding and crippling isolation.
- There is currently no known cure.
- Funding for vitiligo research to enhance understanding and develop new treatments is limited.
- Many available treatments are not covered by insurance and require ongoing commitment.

Since its launch in 2011, World Vitiligo Day has transformed into a large-scale global campaign celebrated worldwide. In 2024, our community successfully lit up over 60 prominent landmarks across the US and Canada, including US Bank Stadium, Mayo Clinic Campuses, Boston City Hall, and downtown Philadelphia, all shining in PURPLE to highlight vitiligo. For 2025, we aim to surpass this achievement by securing even more iconic locations to honor World Vitiligo Day.

We are committed to making this year's World Vitiligo Day truly special and impactful! Your support would mean the world to the thousands affected by vitiligo across the US and Canada, particularly those in your local community who often express their appreciation when they see their local landmark standing in solidarity. I sincerely hope you will consider joining our effort to raise awareness among the public and healthcare providers about this autoimmune condition. Help us turn **PURPLE** and be **#Lit4Vit!**

Thank you for your consideration.

Warm regards,

Name

Group (if included in one)

your email

your phone number