



**World[®]
Encephalitis
Day** 22nd February



SHINE A LIGHT ON ENCEPHALITIS

Once again, the world is going #RED4WED



Toolkit for Buildings



**ENCEPHALITIS
SOCIETY**
The brain inflammation charity



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

As our most important, annual campaign reaches its 10th 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 2023 is 'Shine a light on 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 Wednesday, 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 would like to enquire about lighting up (name of landmark) in the colour RED on World Encephalitis Day (Wednesday, 22nd of February 2023), as part of the Encephalitis Society's ongoing mission to raise awareness of the devastating neurological condition - encephalitis.

I have first-hand knowledge and experience of the devastation that encephalitis can have on individuals, families, and friends and I hope you will support this appeal to inform the public about this life-threatening brain condition.

Encephalitis (inflammation of the brain) affects 500,000 people globally each year – more than certain types of meningitis and motor neurone disease, yet few people have heard of it.

The Encephalitis Society wants to change this, and one of the ways we hope to do so is through campaigns that will “shine a light on encephalitis”.

The Encephalitis Society launched a large-scale global campaign World Encephalitis Day in 2014 and, in the ten years since, it has reached a staggering 294 million people and become the most important day in our calendar for raising awareness.

To mark World Encephalitis Day in 2021, we secured over 150 famous buildings across the world, including Niagara Falls, the Melbourne Wheel, and Tower 42 in London, which lit up in the colour red to shine a light on encephalitis. We are really keen to repeat this in 2023 and secure even more to celebrate our 10th annual World Encephalitis Day!

Illuminating (name of landmark) would be another key piece of our campaign and would be complemented by wider social and traditional media which, as in previous years, we hope will reach millions of people.

We hope you will be interested in supporting our campaign and might be able to tell us at your earliest convenience whether it is possible to light up (name of landmark) on Wednesday, 22nd February 2023.

I can be contacted on [email here]. I very much look forward to hearing from you.

Yours sincerely

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 2021, over 150 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

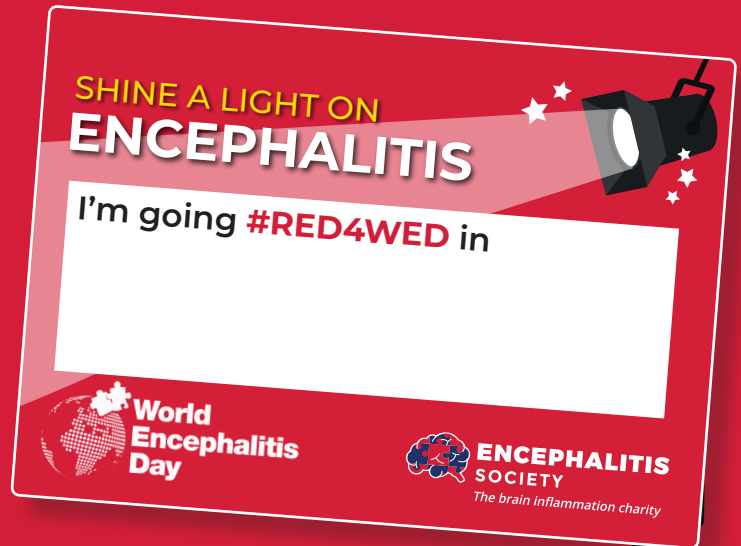
Light up your social network



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

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

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

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



#RED4WED

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 2023 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 the Encephalitis Society -
together we can turn the world

#RED4WED

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