



# Get involved in World Encephalitis Day 2023

**World Encephalitis Day (WED)** 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 294 million people globally in our efforts to grow awareness of encephalitis.

On Wednesday, 22nd February 2023, it will be the 10th anniversary of our awareness campaign 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 supported by corporate supporters 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

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.

Wearing something red could mean anything - a red bow tie, red hat, red nails, red trousers or even on of our official **World Encephalitis Day** T-SHIRTS.

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 to our official **World Encephalitis Day** website.

Or, for the camera shy among you, why not download our [Five Facts](#) social media posts and share them on social media.

### FIND OUT MORE

Need Inspiration? [CLICK HERE](#) to see to download our Five Facts and ready-made templates as well as being able to see how other organisations have shown their support for **World Encephalitis Day**.



**ENCEPHALITIS  
SOCIETY**

*The brain inflammation charity*

2

## Light up a Landmark

On 22nd February 2023, we are asking supporters to help us turn the world **#Red4WED** by lighting up well-known local landmarks red.

In 2021, 156 landmarks and buildings around the world went **#Red4WED**, including Niagara Falls, The Optus Stadium in Perth, Australia, the Liver Building in Liverpool, Cameroon's Reunification Monument and Rani Pokhari in Nepal, to name a few!

### How can I get involved?

**Do you live near a famous local landmark?**

**Or can your place of work light up **#Red4WED**?**

**Then please get in touch and help us to shine a light on encephalitis!**

**If you are able to secure a building lighting up **#Red4WED**, please do let us know so we can count it towards our official WED buildings portfolio!**

### **FIND OUT MORE**

[CLICK HERE](#) to read our Toolkit on how to light up a building or email [calum@encephalitis.info](mailto:calum@encephalitis.info) for more information.

3

## Join our BrainWalk challenge

BrainWalk is our fun step challenge which asks supporters to walk, jog, or run as many steps as possible throughout February – raising money for the Encephalitis Society at the same time.

Individuals and organisations are invited to enter from the 1st December and set a daily, weekly or total step goal for February as you battle it out to top the BrainWalk leader boards. This is a challenge you can take part in wherever you live in the world and whatever your fitness levels.

Why not rally round your colleagues and submit your team? Walk, jog or run your way to becoming the 2023 BrainWalk champions.

### **FIND OUT MORE**

**ENTER YOUR TEAM FROM 1ST DECEMBER: [www.brainwalk.org](http://www.brainwalk.org)**

[CLICK HERE](#) to download our BrainWalk assets to share on your social media (or print off BrainWalk mascot, Brian, and take him on your travels!)

If you have any questions about BrainWalk, contact: [calum@encephalitis.info](mailto:calum@encephalitis.info)

