



Light Up World Thrombosis Day with a Landmark Illumination

Illuminating a monument, bridge, or fountain in your local city is a great way to celebrate World Thrombosis Day and to spread awareness on a grand scale. Below you will find a guide to help walk you through the process of having a landmark in your city illuminated in honor of WTD.

If you are planning a projection, please contact the World Thrombosis Day team at info@wtd.org

Identify the Landmark

Identify the landmark in your city that is available for illumination.

Illuminating a monument, bridge, statue or fountain in your local city is a great way to celebrate World Thrombosis Day and to spread awareness within your local area.



Start Early

Many landmarks get requests to light up, not just in red and blue for World Thrombosis Day, but for many other causes and charities. By reaching out early, you have a better chance of getting the statue, building, or landmark lit up.

All of the below monuments have been lit up for awareness activities... why not World Thrombosis Day!

Projection ideas:

- The Coliseum - Rome
- House of Parliament - London
- Sydney Opera House - Australia
- Table Mountain- Cape Town
- Empire State Building – New York
- Niagara Falls – Canada
- Cristo Redentor – Rio de Janeiro, Brazil
- Crystal Hall – Baku, Azerbaijan
- Osaka Castle – Japan
- Nelson Mandela Bridge – South Africa
- Princes Palace – Monaco
- Taipei 101 Tower – Taipei City, Taiwan
- The Great Pyramids – Egypt
- Old Parliament Building – Australia
- La Basílica de la Sagrada Família – Barcelona, Spain
- Parliamentary Precinct – Ottawa, Canada

When Should They Light Up the Monument?

Ask them to light the monument on World Thrombosis Day on **Sunday, October 13, 2019**. If that date is not available, ask them to light it up during the week leading up.



Who to Contact:

When you decide on a structure, first look online to see if they have a website for requests.

The best person to reach out to will vary depending on the building and don't be discouraged if you have to make multiple phone calls. Reach out to the operations department or building management. Often times, the publicity department will be able to provide you with the proper person to speak to.

Promote Your Illumination

Once your landmark has been approved for illumination, make sure you have all the details and contact information, add your illumination to the [World Thrombosis Day website](#).

Don't forget to promote it on your social channels, using **#WTD19**, **#KnowThrombosis** and **#KeepLifeFlowing**.

Additionally, utilize the [World Thrombosis Day press release](#) and send it to your local television and radio stations.

On the day of your illumination, you can host an illumination party and celebrate the lighting of the structure.

Don't forget to take pictures and send them to info@wtd.org