



WORLD THROMBOSIS DAY
13 OCTOBER

HOW TO GUIDE

PLAN ILLUMINATIONS

to build awareness of thrombosis



Light up the world in red and blue

Illuminating a building, landmark or monument for WTD on or around October 13 serves as a powerful visual reminder to raise awareness about the risks of blood clots.

Illumination examples:

- The Colosseum - Rome
- House of Parliament - London
- Sydney Opera House - Australia
- Osaka Castle - Japan
- Nelson Mandela Bridge - South Africa
- The Great Pyramids - Egypt
- Christ the Redeemer Statue - Brazil
- Niagara Falls - Canada



Pro Tip

Starting your outreach early to ensure ample time for coordination with building owners or managers, obtaining necessary permits and securing resources for lighting equipment.



Campaign Resources

• **WTD press release**

Customize the WTD press release and distribute it to local media outlets, shedding light on your illumination event.

• **Submit your event**

Share the details of your illumination event with the campaign by submitting it through our online event submission form.

• **Upload photos**

Remember to upload your photos post-WTD, enabling the campaign to showcase them across social media platforms.



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Getting Started

- **Identify a landmark**

Choose a building that is prominent and visible to a large audience. It could be a landmark, government building, hospital, community center or even your own home.

- **Reach out**

Obtain necessary permissions from the building or relevant authorities to illuminate the building. The media or press department will often be able to help identify the best point of contact.

- **Coordinate logistics and share the event**

Publicize the illuminated building event through social media, press releases and local community announcements. Share it on the WTD website too.

- **Document and share**

Capture photographs and videos of the illuminated building and share them on social media platforms, websites and with local media outlets to extend the reach and impact of the event. Tag WTD on social media.



Partner Spotlight

Thrombosis Canada has achieved significant success by illuminating landmarks and monuments across the country through consistent outreach and building strong relationships.