

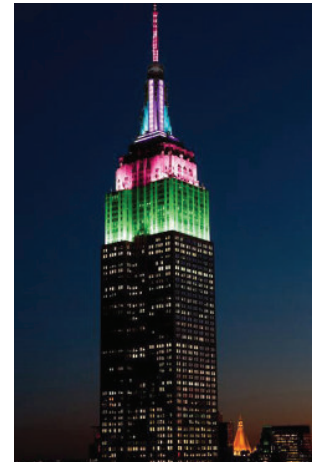


LIGHT UP THE WORLD FOR RARE DISEASE DAY®!

Since the creation of Rare Disease Day in 2008, it has been a time for the rare community to come together, find support, and shine a light on rare diseases across the globe. This year, Rare Disease Day will look a little different here in the United States as we connect virtually instead of in person due to the ongoing COVID-19 pandemic.

There are many ways you can still Show Your Stripes® for rare diseases and make this day impactful and celebratory. One way is to help our community light up as many buildings and landmarks as possible in Rare Disease Day colors on or around February 28.

This concept originated in 2019 when the Empire State Building in New York City was striped in Rare Disease Day colors thanks to the work of RocketPharma, a member of NORD's Corporate Council. The image of such a famous landmark shining bright for Rare Disease Day was an inspiration for many.




Empire State Building

JOIN THE EFFORT TO LIGHT UP LANDMARKS FOR RARE DISEASE DAY!

STEP 1: SIGN UP


We want to hear from you! Visit rarediseases.org/light-up-for-rare to let us know what landmarks you are pledging to light up for Rare Disease Day. It could be your state capitol building, historic house, local school or university, stadium, bridge, place of business, point of interest, monument—the sky is the limit.


 @NationalOrganizationforRareDisorders

 @RareDiseases

STEP 2: LIGHT UP

Complete the applications as required by the places you are pledging to light up. Find information about rare diseases and the purpose of Rare Disease Day on our site if you need materials to support your requests.

 @nord_rare

 @NationalOrganizationforRareDisorders

STEP 3: SHARE

Don't forget once the buildings and landmarks are lit up in Rare Disease Day colors to share a picture on social media. Be sure to tag NORD and use #RareDiseaseDay and #ShowYourStripes so the entire community can see what we have done to shine a light on rare disease!

If you have any questions, please reach out to marketing@rarediseases.org.

OFFICIAL RARE DISEASE DAY COLORS

 **Pink**
PMS 225c

 **Green**
PMS 360c

 **Blue**
PMS 306c

 **Purple**
PMS 259c