Dear XXX,

I am writing today to ask for your help raising awareness for the over 25 million Americans affected by   
a rare disease.Rare Disease Day is **Monday, February 28** – the rarest day of the year – and it is an annual celebration of and awareness campaign for the rare disease community. On the day,landmarks and buildings all over the country will be illuminated in support of all those affected by rare diseases and their families. We call this incredible network to shine a light on rare disease, **Light Up for Rare**. The Light Up for Rare concept began in 2019 when the Empire State Building in New York City was striped in pink, green, blue, and purple, the colors of Rare Disease Day. Now, we Light Up for Rare every year to put a spotlight on the over 7,000 known rare diseases and advocate for health equity for those affected by rare diseases.

Share your story and why you are raising awareness for the rare community.

Could you join us by lighting up (building/landmark) in Rare Disease Day colors this year? We would love to see as many buildings, monuments, and landmarks as possible lit up on **Monday, February 28!** I am happy to work with you further on how to light up (building/landmark) and join the global chain of lights.

For more information about Rare Disease Day and the #LightUpForRare campaign, visit the [website of the National Organization for Rare Disorders (NORD)](https://rarediseases.org/rare-disease-day/), the official US sponsor of Rare Disease Day.

Let me know if you have any questions, and I look forward to hearing from you.

Kind regards,

Your contact details