

SHOW YOUR STRIPES[®]



ON RARE DISEASE DAY[®]
FEBRUARY 28TH

LIGHT UP FOR RARE ON 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 many of us continue to connect virtually instead of in person due to the 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

OFFICIAL RARE DISEASE DAY COLORS



Pink
PMS 225c



Green
PMS 360c



Blue
PMS 306c



Purple
PMS 259c

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

You could light up your state capitol building, historic house, school, stadium, bridge, home, place of business, point of interest, monument—the sky is the limit!

STEP 1: LIGHT UP

Complete the applications as required by the places you are asking 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.

STEP 2: SIGN UP

We want to hear from you! Visit rarediseases.org/light-up-for-rare to let us know what landmarks you have confirmed will be lighting up for Rare Disease Day.

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!



@NationalOrganizationforRareDisorders



@nord_rare



@RareDiseases



@NationalOrganizationforRareDisorders

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