

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 the over 10,000 rare diseases that impact over 300 million people globally.

There are many ways you can 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, 2027.

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.

Today, hundreds of buildings, monuments, landmarks, and homes across the United States participate in Light Up for Rare and we hope you will join in. Read on for the simple steps to join the light up initiative.



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, 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! Click here 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 #LightUpforRare so the entire community can see what we have done to shine a light on rare disease!

@NationalOrganizationforRareDisorders

@RareDiseases

@nord_rare

@NationalOrganizationforRareDisorders

LIGHT UP YOUR HOME FOR RARE DISEASE DAY!

Show your support from the comfort of your home. We want to encourage as many people as possible to participate in Light Up for Rare and we hope that some of these creative tips will help prepare you to illuminate your home this Rare Disease Day.

1. **Showcase your artistic side**
   Use window paint in Rare Disease Day colors to create a work of art that fills the windows of your home. You could also complete these coloring pages and display them on your windows.

2. **Change out the lights**
   Replace the light bulbs inside and outside with colored bulbs or hang colored string lights around your home.

3. **Review the Rare Disease Day video**

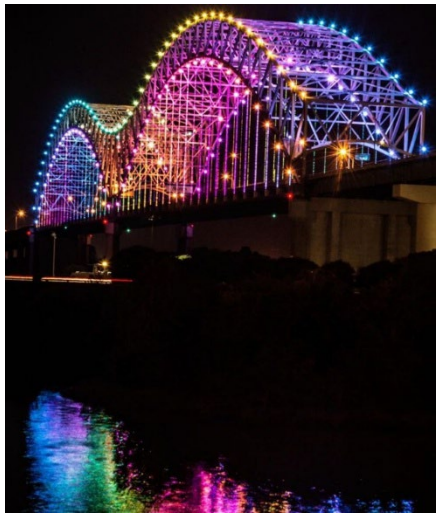
   Stream this video, produced by EURORDIS, on your laptop or TV to fill your home with color.

Take a picture of yourself with the illuminations or decorations you displayed and post it on your social media. Be sure to tag NORD and use #RareDiseaseDay and #LightUpforRare so the entire community can see what we have done to shine a light on rare disease! We can't wait to see the creative ways you illuminated your home this Rare Disease Day.

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









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