

Dear (Organization),

I hope this email finds you well! I am reaching out to you today with a special request to participate in the Light the World Blue Campaign sponsored by the Mesothelioma Applied Research Foundation in conjunction with Mesothelioma Awareness Day. In this campaign, we ask organizations and landmarks throughout the United States to illuminate their building with blue lights on September 26th. This is to give communities the opportunity to learn about mesothelioma, a very rare and aggressive cancer, caused by asbestos, that affects around 3,000 new patients in the U.S. each year, and comes with a typical prognosis of 12-18 months. This disease is critically under-researched and misdiagnosed, so our organization relies on campaigns such as this one to bring awareness to the disease, inspire change, and improve advocacy for essential research funding. In the past, we have been able to get landmarks such as Niagara Falls, the Seattle Great Wheel, and the John Hancock Center to illuminate blue to bring awareness to this devastating disease that is largely unknown. We would love to have your organization as a participant in this campaign. In addition, we plan on having members of the Mesothelioma community come out to take pictures with the blue building as well as submit press releases to the local community news station and newspaper about your building's participation in the Light the World Blue Campaign. Please let us know if you are able to participate in this campaign to bring hope and awareness to mesothelioma within the United States. I appreciate your time and look forward to hearing from you soon!

Thank you,

(Your name)

Note: Please feel free to add your own personal connection to mesothelioma when reaching out to organizations and buildings to be lit up! Sharing your story may aid in getting your local government/landmarks involved.