

# October 9th, 2023

## World PANS/PANDAS Awareness Day



< Where words are in RED, please personalize to suit your location, landmark and contact details. >

(Date)

Dear (Name),

**Re: Illumination Request of (name of landmark) on October 9th**

On behalf of Inflamed Brain Alliance (IBA), I'm inquiring about lighting-up (name of landmark) in the color RED on World PANS/PANDAS Awareness Day this October 9, 2023 to raise awareness of the autoimmune neuropsychiatric condition - PANS/PANDAS.

Inflamed Brain Alliance is the only PANS/PANDAS charity in Canada, and they're deeply committed to changing the public's awareness of this little known condition. One of the ways they aim to do so is with national campaigns, such as our **Light-Up For PANS/PANDAS campaign** on World PANS/PANDAS Awareness Day.

To further IBA's mission, the Government of Canada has added World PANS PANDAS Awareness Day 2023 to their Calendar of Health Promotion Days webpage to bring awareness throughout our country. <https://www.canada.ca/en/health-canada/services/calendar-health-promotion-days.html#m10>

PANS (Pediatric Acute-onset Neuropsychiatric Syndrome) / PANDAS (Pediatric Autoimmune Neuropsychiatric Disorder Associated with Streptococcal Infections) has devastating impacts on individuals, families and friends - which I personally know firsthand. My hope is you will support IBA's appeal to educate the Canadian public about this inflammatory brain disease.

According to PANDAS Network US research, one in every 200 children is affected by PANS/PANDAS. Based on this statistic, IBA estimates approximately 30,000 Canadian children are impacted by this condition — yet the public is largely unaware of it. Coincidentally, there is now growing evidence PANS can also be a neuro-inflammatory complication of the COVID-19 virus.

To mark World PANS/PANDAS Awareness Day in 2022, IBA was able to light-up the CN Tower, Calgary Tower and Edmonton High Level Bridge in the color red in order to “put a spotlight on PANS/PANDAS.” In 2023, they are eager to expand awareness by adding dozens more landmarks across Canada. For this year, IBA has already secured (add # of APPROVED landmarks) landmarks throughout Canada. You can find our landmark lighting webpage here: [www.inflamedbrain.org/landmark-lighting/](http://www.inflamedbrain.org/landmark-lighting/).

Illuminating (name of landmark) would be another key piece of IBA's awareness campaign and will be promoted through their social media channels to reach thousands of people. On behalf of IBA, I hope you're able to support this national project by lighting-up (name of landmark) in red on October 9, 2023.

For more information about World PANS/PANDAS Awareness Day please visit IBA's website at <https://inflamedbrain.org/awareness-day/>. I look forward to hearing from you, and can be contacted at (email here).

Many thanks,

(Your Name)

< You can copy and paste this information directly into the lighting request application or into a Word or Google document (edit and send) if a letter is requested. >