

LUPUS AWARENESS DAY 2023 MEDIA KIT:

LUPUS ONTARIO CREATES MEDIA KIT TO RAISE AWARENESS FOR LUPUS

Ontario, May 1st, 2023: May is Lupus Awareness Month, with May 10th being both World Lupus Day (internationally) and Lupus Awareness Day in Ontario. In an effort to raise awareness Lupus Ontario has created a media kit containing:

1. Lights for Lupus:

43 Ontario landmarks Ontario will light up for lupus in purple for Lupus Awareness Day on May 10, 2023

44 Graphics

1. Illumination graphic posts
2. Illumination Video: listing all confirmed illuminations in Ontario
3. Lights for Lupus Post and link to reel posted on Instagram for #LightsforLupus

About Lupus Ontario

Lupus Ontario's mission is to provide vital support, education, awareness, advocacy and research through the fundraising efforts of our staff and volunteer community to help those with lupus live longer, healthier and better lives.

For any questions, or to reach out for an interview please contact Anne Brooks at abrooks@lupusontario.org or (905) 415-1099.

Lights for Lupus

43 Ontario landmarks Ontario will light up for lupus in purple for Lupus Awareness Day on May 10, 2023.

Landmarks across the province will join in #LightsForLupus serving to call attention to the impact that lupus has on people around the world.

Lupus Ontario is joining groups from around the world that have united to lead the annual Lupus Awareness Day observance on May 10.

Lupus is a chronic autoimmune disease where the body attacks itself causing inflammation, pain, and can damage any organ or tissue from the skin or joints to the heart, kidneys or brain. Currently without a cure, five million people suffer from lupus globally, of which nine out of ten lupus patients are women, usually diagnosed between the ages of 15 and 45.

Now in its 20th year, World Lupus Day will focus on the need for heightened public awareness of lupus, improved patient healthcare services, increased research into the causes of and desperately needed treatments for lupus, enhanced physician diagnosis of lupus, and better epidemiological data on lupus globally.

Lupus affects more than just the person with the disease -- it also impacts their family, friends and work colleagues. Still, it is widely under-recognized as a global health problem by the public, health professionals, and governments, driving the need for greater awareness. Early recognition, diagnosis and treatment of lupus is key helping to slow the debilitating effects of the disease. However, lupus is often difficult to diagnose because symptoms frequently mimic common illnesses. Increasing awareness of lupus will save lives.

Lupus Ontario is the largest Canadian provincial organization focused on improving the lives of lupus patients and their families. Lupus Ontario's mission is to provide vital support, education, awareness, advocacy and research through the fundraising efforts of our staff and volunteer community to help those with lupus live longer, healthier and better lives.

Please join the international effort to increase public awareness and understanding of lupus by promoting the annual Lupus Awareness Day observation in your community.

2023 Lights for Lupus Landmarks:

- Windsor City Hall
- Sarnia City Hall
- City Hall of London
- JA Taylor Building, London
- RBC Place London
- Canada Life Centre, London

- Sifton Properties at 195 Dufferin Avenue, London
- Penman's Dam, Paris
- Niagara Falls
- Peace Bridge, Fort Erie
- Brock University's Schmon Tower, St. Catherines
- Brant Street Pier, Burlington
- Hamilton Sign
- Carl Zehr Square, Kitchener
- Market Square, Guelph
- Vaughan City Hall
- Riverwalk Commons, Newmarket
- Fred A. Lundy Bridge, Newmarket
- Brampton Clock Tower
- Mississauga Clock Tower
- Port Credit Lighthouse, Mississauga
- 50 & 60 Absolute World Condos, Mississauga
- CN Tower, Toronto
- Peterborough City Hall
- Bracebridge Falls
- Collingwood Town Hall Clock Tower
- BLUE Sign, Blue Mountain Village, Collingwood
- Belleville Sign
- Bridge Street Bridge, Belleville
- Fire Station Memorial, Belleville
- Kingston City Hall
- Springer Market Square, Kingston
- Ottawa Sign
- Shaw Centre, Ottawa
- Timmins Sign Transit Station
- Timmins Sign Timmins Museum
- Cochrane Sign
- Sudbury Big Nickel
- Quinte West Sign
- Gateway to the Trent-Servern Waterway Bridge
- Imperial Theatre, Sarnia
- Bluewater Power Distribution Corporation, Sarnia

Social Media Posts

Graphics



Mp4: [Download illumination including all confirmed Illuminations.](#)

Link to Reel on Instagram: <https://www.instagram.com/reel/CryA-vQAk2F/>

Captions:

- Landmarks across Ontario will join in #LightsforLupus on May 10th to spread awareness about Lupus Awareness Day. Be sure to take a look in your area on May 10th and send us picture with the #LightsforLupus – if you can!
- Landmarks across Ontario will join in #LightsforLupus on May 10th to spread awareness about Lupus Awareness Day.

Join the #LightsforLupus movement:

- Join the #LightsforLupus movement by taking and posting a picture at one of the illuminations across Ontario and tag us on social media with the hashtag #LightsforLupus
- Join the #LightsforLupus movement by creating your own #Lightsforlupus in a photo or selfie with any light (Candles, Flashlights, Glow sticks, Tea lights) of your choice and share it with us!

