



WORLD PANCREATIC CANCER DAY

Light It Purple Guide

LIGHT IT PURPLE

On World Pancreatic Cancer Day, join allies around the world in raising awareness about the symptoms and risks of pancreatic cancer by lighting up your local, regional and national landmarks, buildings and neighborhoods **purple**. The battle against pancreatic cancer is all about awareness. By lighting up buildings and monuments around the world, we can represent the importance of creating a global conversation – to learn more, to raise awareness and to encourage our medical community to take notice of pancreatic cancer. To help patients fight and survive the world’s toughest cancer, we must take and inspire bold action, beginning with generating greater attention and progress in our own backyards.

As we light our communities across the globe **purple** this year in honor of those fighting and affected by this deadly disease, we strengthen our resolve by saying **Hello Pancreas** to encourage conversation about pancreatic cancer.

GETTING STARTED

- Make a list of local landmarks, monuments, buildings and venues that could light up purple. Think of high-profile landmarks or other venues where purple lights will be visually striking and attention-getting.
- For each landmark, identify the person who grants permission to light the building and/or the person who is technically responsible for the lighting. The best person to contact will vary, but the customer service, operations or publicity department is a great place to start. With smaller venues, the manager will most likely be the appropriate contact.
- Customize the accompanying letter template to suit your needs. Send the letter to the appropriate contact at your chosen locations by mail or email.
- Follow up your request by phone or email. Secure approval as far in advance as possible.
- Once you secure approval, remember to stay in contact as you approach WPCD.



HOW TO PROMOTE

Once you have secured a landmark or building, you can take the following steps to promote it:

- Alert Native Marketing (info@native-marketing.com) to amplify awareness.
- Notify local media to publicize the light up (see press release template).
- Plan an event at the landmark or building to coincide with the light up.

SPREAD THE WORD

Promote your **Light It Purple** efforts on social media to help spread the word about the symptoms and risks of pancreatic cancer and the urgent need for early detection.

If the landmark has its own social media pages, be sure to tag the pages in your posts.

Additionally, monitor their channels the day of the light up and share their posts in support on World Pancreatic Cancer Day.

Below we have provided sample posts for you to use:

- **[Insert landmark name]** is lit up purple in honor of World Pancreatic Cancer Day! #WPCD #HelloPancreas #PancreaticCancer #PancreaticCancerAwareness **[Attach image of landmark]**
- Purple lights for World Pancreatic Cancer Day! #WPCD at **[Inset landmark name]** [Attach image of landmark] #HelloPancreas #PancreaticCancerAwareness
- Thank you **[insert landmark name]** for supporting the fight against pancreatic cancer! #WPCD #hellopancreas #pancreaticcancerawareness #pancreaticcancer #earlydetection **[tag the building/organization Instagram handle]**

LIGHT UP YOUR HOME

In addition to requesting local landmarks be lit up purple, you can show your support by lighting your home purple. Here are some simple ways to take action:

- Display indoor and outdoor purple lights.
- Tint your home windows purple.
- Cover existing fixtures with purple filters.
- Host a neighborhood get together and plan to light up your street purple. This is a great way to engage your local community and raise awareness about pancreatic cancer.