

International Myotonic Dystrophy Awareness Day

Light up your local landmarks, monuments, and important buildings in green on September 15th!



In honor of [International Myotonic Dystrophy Awareness Day on September 15th](#), we invite you to request your local landmarks, monuments, and important buildings light up in green!

Since the first International DM Awareness Day in 2021, dozens of buildings have lit up in green across the US and the world, including the NY State Capitol building, the Matagarup Bridge in Perth, Australia, windmills in the Netherlands, castles in the UK, and more! This initiative increases DM visibility across communities and social media (not to mention it is a great photo opportunity!).



Figure 1: Empire State Plaza in Albany, New York



Figure 2: Matagarup Bridge in Perth, Australia



Figure 3: Enniskillen Castle Museum in Northern Ireland

How To Participate

1) Plan

- **Start early!** It can take time to get in contact with the right person, and it may take months to get requests approved.
- **Make a wish list.** Research local monuments, schools, landmarks, historical sites, or government buildings. Make a list of a few sites you would like to see lit up in green.
- **Find a contact email, phone number, or postal address** for your chosen sites on their website, google maps, or other informational resources.

2) Outreach

- **Send a quick inquiry with an email or a phone call.** Ask questions like: “Do they ever light up their site at night?”, “Who is the best person to talk to about something like this?” Don’t cross off sites on your list unless you hear a definite “no”.
- **Personalize your Request Letters** with your name and information about your experience with DM you may want to share. Consider making a different version for each site, including a bit about why you believe it is important to light up that particular site.
- **Send your Request Letters** via mail or email to the contact you were referred to, or the best contact you could find from your initial inquiries. Be sure to include a way for the recipient to reply to you. If you have already made contact with someone at the site who seems interested or receptive, you can also try to set up a time to talk over the phone.

3) Follow Up

- **Follow up** with additional information if it’s requested.
- **Don’t give up** if you don’t hear back right away! Follow up with a short email or call after a week or two. Be brief and polite, asking if the recipient had a chance to review your request, and if they would like to speak to you further. If you’re still waiting after that, consider trying another contact method.
- **Once you have written confirmation** that a building will be lit up, be sure to say thank you, and make sure there are no further steps required from you.
- **Consider reaching out again a month or so before** telling your contact how excited you are and thanking them again for their help. (This also serves as a reminder to them)!

4) Spread The Word!

- **Spread the word** to family and friends about the sites that will be lit up (and your amazing work getting them lit!), and encourage them to visit the site on 9/15.
- **Be sure to tell MDF** about any buildings that will be lit in green so we can keep track come September and help spread the word on our social media channels.