City Hall
Office of the Mayor Hamilton City Centre
77 James Street North, Suite 230
Hamilton, Canada L8R 2K3

Dear City Hall of Hamilton,

On Monday, April 2, 2012, the global autism community will celebrate the historic fifth annual United Nations-sanctioned World Autism Awareness Day. In celebration of this historic day, Autism Speaks will celebrate with its third annual Light It Up Blue awareness campaign. We were so grateful to have the support and participation of the City Hall of Hamilton in our 2011 campaign, whereby over 2,000 worldwide beacons shone a brilliant light on the global public health crisis of autism, which currently affects 1 in 110 children, and 1 in 70 boys.

We are writing to ask if you would join us by having the City Hall of Hamilton turn its lights blue on Monday, April 2, 2012 and Light It Up Blue.

There are many ways in which the City Hall of Hamilton can Light It Up Blue, and here are a few ideas to start:

- Illuminate the exterior of the City Hall of Hamilton in blue on April 2 - or during the month of April for Autism Awareness Month using blue lighting gels/filters.
- Tell your tenants about the partnership and display Light It Up Blue materials inside the City Hall of Hamilton.
- Ask staff to wear the Autism Speaks signature puzzle piece lapel pins during Autism Awareness Month in April.
- Include a mention of your support for Light It Up Blue in e-newsletters, on your website and on your Facebook wall.
- On April 2, encourage employees to wear blue then upload a group photo to our website devoted to Light It Up Blue at www.lightitupblue.org.
- The City Hall of Hamilton’s support will be newsworthy – Autism Speaks will include your building’s support in our press releases, and we would like you to mention your support in media as well.
- Educate your employees - invite Autism Speaks staff into the City Hall of Hamilton stores to provide information about autism and how your support of Autism Speaks is helping the community.

In addition to joining our esteemed group of corporate and retail partners, the City Hall of Hamilton will align itself with the Empire State Building and Rockefeller Center and Top of the Rock Observation Deck in New York City; CN Tower in Toronto, Canada; the Sydney Opera House in Australia; Christ the Redeemer Statue in Brazil; and hundreds of others who will join us in our 2012 Light It Up Blue initiative. Enclosed please find additional materials about our Light It Up Blue campaign, and visit www.lightitupblue.org for more information.

In order to include your building in the publicity that is being created for this worldwide event, we would like to hear from you by March 15, 2012. Please contact Céline Kiermeier at +1-212-486-6879 or via e-mail at celinek@brownlloydjames.com to confirm your participation in UN World Autism Awareness Day 2012.

Warmest Regards,

Suzanne and Bob Wright
Shine a Light on Autism

www.lightitupblue.org
HOW YOU CAN **LIGHT IT UP BLUE**

Below are a few suggestions for participating. Visit [www.LightItUpBlue.org](http://www.LightItUpBlue.org) for additional ideas, as well as downloadable logos, photos, merchandise and more.

**INDIVIDUALS & FAMILIES**

- Wear blue clothing and ask friends, co-workers and schools to wear blue too. Take a group photo and upload it to our site at www.LightItUpBlue.org.
- Light your home blue by purchasing blue light bulbs from Home Depot and replace your outdoor lighting with these blue bulbs.
- Tweet about *Light It Up Blue* and change your Facebook profile photo to the *Light It Up Blue* logo on April 2.

**SCHOOLS & UNIVERSITIES**

- Light your school blue by applying blue filters or gels to exterior lighting, or by using blue light bulbs.
- Organize a *Light It Up Blue* fundraiser, donating proceeds to Autism Speaks.
- Encourage students, teachers and all school staff to wear blue on April 2.
- College students can host awareness and fundraising events as well as light up prominent buildings on campus blue. To learn more visit [www.autismspeaks.org/U](http://www.autismspeaks.org/U).

**BUILDINGS/ LANDMARKS**

- Ask the manager of your office building, house of worship, and community landmark if they have the capacity to light up the building in blue using blue lighting filters or gels.

**RESTAURANTS**

- Print menus on blue paper and feature the *Light It Up Blue* logo prominently with a message about autism and Autism Speaks.
- Incorporate the *Light It Up Blue* or Autism Speaks logo into décor and food plating.

**RETAILERS**

- Create a *Light It Up Blue* visual display within your business, educating customers and employees about autism, Autism Speaks and *Light It Up Blue*, and donate 10 percent of your sales on April 2 to Autism Speaks.

To participate or learn more, please call Danielle at (212) 252-8568 and email LIUB@autismspeaks.org
On April 1 and 2, 2011, Autism Speaks celebrated the fourth World Autism Awareness Day with its second annual Light It Up Blue campaign. Over 1,800 iconic landmarks and buildings in more than 180 cities and 35 countries on six continents were lit in blue to kick off Autism Awareness month. Iconic buildings included the Empire State Building, Niagara Falls, CN Tower in Toronto, Staples Center in Los Angeles, Sydney Opera House in Australia, Christ the Redeemer Statue in Rio de Janeiro and the Intrepid Sea, Air and Space Museum in New York City.

In preparation for World Autism Awareness Day, Autism Speaks launched a new public service announcement featuring school children singing about lighting the whole world blue. Home Depot helped by partnering with Autism Speaks and created a Blue Lantern and a Blue Light Bulb, making it easier for supporters from around the country to light their homes.

On the morning of April 1, Suzanne and Bob Wright, co-founders of Autism Speaks, and Toni Braxton, six-time Grammy Award-winner and Autism Speaks spokesperson, along with other supporters, were on hand to ring the Opening Bell at the New York Stock Exchange for the fourth consecutive year.

The next stop was the Empire State Building to flip the ceremonial switch to turn the building’s lights blue for the second year in a row. Emil Jensen Perez, a young man with autism, joined Toni Braxton to flip the switch.

Autism Speaks would like to thank the Empire State Building for the special lighting on the evening of April 1, 2011 in celebration of the fourth annual United Nations World Autism Awareness Day on April 2. Learn more about the Empire State Building at www.esbnyc.com. The Empire State Building design is a trademark of ESBC and is used with permission.
On Friday April 1, the set of the popular CBS daytime talk show “The Talk” provided a unique and special venue to Light It Up Blue for World Autism Awareness Day to kick off the show’s four segments on autism during April.

On April 2 - World Autism Awareness Day, Bob and Suzanne Wright were guests of anchors Russ Mitchell and Rebecca Jarvis on their Early Coffee segment on the CBS Saturday Early Show.

Later, a special event was held at the Intrepid Sea, Air & Space Museum in New York City where New Jersey Senator Robert Menendez (D-NJ), spoke about every child’s innate ability to realize their full potential, and Autism Speaks debuted the new “Learn the Signs” interactive billboard.

On April 6, Autism Speaks joined the Permanent Mission of Bangladesh to the U.N. and the U.N. Department of Public Information at the United Nations to present “Solving the Autism Public Health Puzzle: Regional and International Collaboration,” a panel discussion on autism. The United States Mission to the U.N. also co-sponsored the event, which was streamed live on the U.N. website. The U.N. Secretary-General, Mr. Ban Ki-moon opened the event talking about the U.N.’s commitment to raising autism awareness and creating greater acceptance. “This day is a call to action for all of us who want a more compassionate and inclusive world. We have to raise funds to turn workable solutions into practical actions.”
