World TB Day 2023: lighting up landmarks

Be part of the international movement and light Canada up in red in support of World Tuberculosis Day! It's a great way to raise awareness and get the conversation started with decision-makers.

World Tuberculosis Day is March 24 but the planning has already started, including the campaign to light up monuments in red. It is crucial to start early because it can take weeks or even months to get approval to light up a building or monument in red.



Last year, you may remember monuments around the world were lit up in red, including in Toronto, Victoria, Montreal, Niagara Falls and Calgary – see Results' contributions.

no landmarks that can be lit up in red near you?

Get creative and take selfies with a homemade 'Stop TB' sign, organize an awareness event around World TB Day, or host a virtual film screening of Unmasked: We all Breathe.

You can request landmarks/buildings to be lit up even though you do not live in the community - don't let geography stop you!

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take action

Put in a request for one (or more) of your city monuments to be lit up in red on March 24, 2023. Most of the application procedures are easy, either online or by mailed letter, but they usually need 1-2 months' notice for approval. Refer to the last page of this document for an example.

Step 1: look for landmarks that can be lit *(10-20 minutes)*
Identify landmarks that accept requests for lighting them up. Think of major landmarks and check their website to find out. Consult last year's landmark requests for inspiration.

Step 2: make sure no one else has already made a request *(5 minutes)*
Consult our 2023 list of landmarks requested by other volunteers so far to make sure the landmark you chose is not already taken care of.

Step 3: call dibs on your landmark **IMPORTANT** *(5 minutes)*
Fill out this form to tell us you're about to make a request on a particular landmark. This populates our list of taken landmarks from step 2 and ensures there are no duplicates.

Step 4: send in your request *(5-10 minutes)*
Apply to have your city monuments/landmarks lit in red for World TB Day 2023. Each city or landmark has a different process and will require a bit of research to find out how to go about it. Watch a video demonstration and consult our answers to common application questions below.

Step 5: let us know if you're successful
Once you have a confirmation that the monument will be lit in red or not, let us know at action@resultscanada.ca.

Examples – left to right: Niagara Falls, CN Tower (Toronto), Canada place (Vancouver), Calgary Tower (Calgary).



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answer to common application questions

All monuments will likely have a slightly different application procedure, but this should be helpful as a guide. Should you have any questions, please email action@resultscanada.ca.

It takes 5-10 minutes to apply! Watch a video demonstration

- **The nature of the cause.**
  - Tuberculosis (TB) is a leading global cause of death and kills 1.6 million people each year. The infectious disease can be found in every continent, but predominantly affects people living in poorer conditions, including across Canada. World TB Day occurs annually on March 24th and is one of eight official global public health campaigns marked by the World Health Organization. The day commemorates the day in 1882 that Dr. Robert Koch discovered the cause of tuberculosis, a turning point in the fight against a disease that raged across Europe and the Americas at the time. On this day, advocates across the world stand in solidarity with one another and alongside the communities affected by this devastating disease by lighting their landmarks in red.

- **History and background of the organization/cause.**
  - Results Canada is a movement of passionate volunteers, committed to raising our voices for a world without extreme poverty. Our goal is to improve policies and leverage resources for programs that give people living in poverty the health, education, and opportunity they need to thrive.

- **How lighting will be used to benefit the cause.**
  - TB is a relatively unknown and neglected disease; despite the global devastation it has wreaked for centuries. Lighting up the *****LANDMARK***** will help to build awareness of the impact the disease has in Canada, in ****CITY**** and around the world. In participating in this on World TB Day this year, the city of ****CITY**** demonstrates their solidarity in the global fight against tuberculosis and will

help to generate the global leadership we need to see the eradication of the disease.

- **The requested date for the lighting.**
  - March 24, 2023
- **The requested colour(s) for the lighting (RGB number or colour sample — up to two colours only).**
  - Red – we're not picky about what shade of red, but if they do ask:
    - Hexcode FF0000, RGB numbers R:255 G:0 B 0, (Decimal Code: 255,0,0)
- **A web link to more information on our organization.**
  - https://resultscanada.ca/who-we-are/

Need help? Email the Public Engagement Team.