

Dear **insert name**,

I'm writing to invite **insert name** to support World Thrombosis Day 2026 on 13 October by lighting your building red and blue.

World Thrombosis Day is a global campaign to raise awareness of blood clots, a serious but often preventable cause of death and disability. By taking part, you would help start important conversations and show your organisation's support for public health.

Why thrombosis awareness matters in the UK

- 1 in 20 people will experience a blood clot during their lifetime.
- Up to 1 in 4 people worldwide die from conditions related to blood clots, including heart attack, stroke and venous thromboembolism (VTE).
- In the UK, over half (55–60%) of venous blood clots occur during or shortly after hospitalisation, making them a major cause of preventable hospital deaths.
- NHS England's national VTE prevention programme has led to a greater than 20% reduction in adverse outcomes, demonstrating that awareness and prevention save lives.

About the lighting initiative

Lighting buildings red and blue has become a powerful symbol of support for World Thrombosis Day, with landmarks across the UK and more than 120 countries taking part. It is a simple but visible way to raise awareness of the signs, risks and preventability of blood clots.

As someone who has personal experience of blood clots, I would be delighted if **insert name** could light up on **Tuesday 13 October 2026**, or a nearby date if that is easier.

About Thrombosis UK

Thrombosis UK is a small charity dedicated to raising awareness, supporting research, and improving access to trusted information and education for everyone affected by thrombosis.

They would be happy to:

- Provide official campaign branding
- Acknowledge your participation on social media
- Share your support with national and local World Thrombosis Day partners

Other ways to get involved...

- Set up a thrombosis **information stand** in your hospital, workplace or community.
- Plan a **walk**, hold a **webinar** or **talk**.
- **Share** key facts, personal stories, and campaign messages to educate your community.
- **Display posters in your workplace and share campaign social media assets across your channels.**

<https://www.worldthrombosisday.org/>

Thank you for considering this opportunity to help raise awareness of a serious but preventable condition. Your support would make a real difference and how amazing would it be to have a wide range of buildings lit up throughout the UK.

Best wishes