Dear (*XXX*),

I am writing to ask for your help in raising awareness of a cause close to my heart.

On World Pancreatic Cancer Day (18th November 2021) and throughout Pancreatic Cancer Awareness Month, landmarks across the UK and the globe will light up purple to put a spotlight on pancreatic cancer, a disease that deserves more attention. Shockingly, less than 7% of people with pancreatic cancer will survive beyond 5 years in the UK.

 (*Here you can write a bit about your story and why you are raising awareness of pancreatic cancer*).

[**Purple Lights for pancreatic cancer**](http://purplelightsuk.org/)

In previous years, iconic landmarks such as The National Theatre in London, Blackpool Tower and Smeaton’s Bridge, Scotland have lit up purple during November. This year, landmarks such as Tower 42, London and Edinburgh’s Murrayfield Stadium have already pledged to take part in the Purple Lights for pancreatic cancer campaign\*. (*You can edit buildings depending on your location using our 2021 map as reference.*)

**Could you join us by lighting up (*XXX*) purple this November?**

We’d love to see as many landmarks and homes as possible light up purple up on **18th November 2021**, which is World Pancreatic Cancer Day. However, any day in November would be brilliant for a light up and will help raise awareness of pancreatic cancer, so please do let me know if you can accommodate another day instead.

You can find out more about the campaign by visiting the Purple Lights for pancreatic cancer website: [purplelightsuk.org](http://purplelightsuk.org/)

If you agree to help us, I will approach my local media with the support of the participating pancreatic cancer charities\*, as well as share the news on social media using the hashtag #PurpleLightsUK.

I look forward to hearing from you.

Kind regards,

(*XXX Your contact details*)

\*The participating charities include [Pancreatic Cancer Action](../AppData/Local/Microsoft/Windows/INetCache/AppData/Local/Microsoft/Windows/INetCache/Downloads/pancreaticcanceraction.org), [Pancreatic Cancer UK](https://www.pancreaticcancer.org.uk/) and [PLANETS](http://www.planetscharity.org/).