

#LIGHTITBLUE BRIEFING SHEET



On Thursday 26 March at 8pm, landmark and historic buildings all over the UK were lit blue as a salute to Healthcare providers.

The campaign was inspired by the #ClapForOurCarers campaign that is being encouraged in communities around the world. Events and entertainment industry leaders wanting to create a simultaneous show of support, contacted every major building and landmark in the UK to invite them to #LightItBlue. Over 130 buildings, bridges and landmarks across the UK joined in.

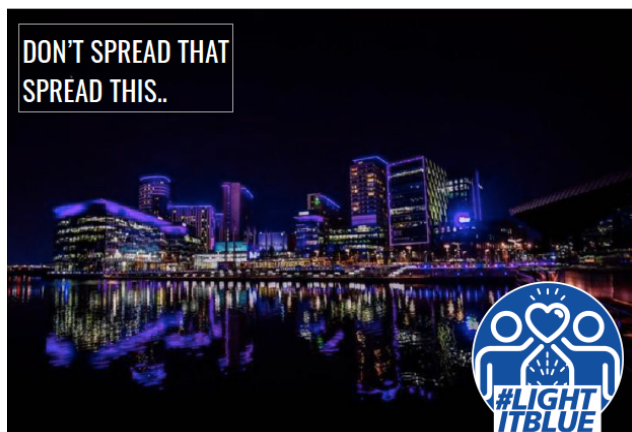
We are bringing this same initiative to the USA, joining together in creating a global show of support and gratitude to those health care professionals and essential workers caring for us on the front lines and creating a universal symbol of solidarity and hope.

We will start in the cities hardest hit on THURSDAY, APRIL 9 at 8 PM, and then roll out to other cities in the following weeks. We are specifically identifying buildings and landmarks with existing LED lighting and/or video screen technology to light their buildings **BLUE** and to post the #LIGHTITBLUE logo on their videos screens with the message: **“THANK YOU TO ALL THOSE FIGHTING ON THE FRONT LINES AGAINST COVID-19!”**. *(In an effort to adhere to the nation’s critical messaging for everyone to stay home, we would only look to enlist those buildings which can be accessed remotely or at which someone is on-site as an essential worker.)*

We believe this is an opportunity to send out a massive **“THANK YOU!”** to all of the healthcare professionals and other first responders who are risking their own health to save people made seriously ill by the COVID-19 pandemic.

The lighting of buildings and LED screens would be timed to coincide with another round of #ClapBecauseWeCare with communities all clapping from their homes, windows and balconies at the same time. Following Thursday evening’s tribute, the coverage will roll in the personal and digital space and continue in other cities around the globe, so that people will be inspired to add their own versions of the message, and the national vote of thanks for the health care and essential workers will reverberate from every home.

This tribute is not affiliated with any political organization(s) nor does it have any commercial benefit. It is an all-volunteer effort being undertaken by entertainment and events industry professionals.



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