



Baby Loss Awareness Week

9-15 October

babyloss-awareness.org

Baby Loss Awareness Week 2024
Guide to turning the UK Pink and Blue

How to approach local buildings and landmarks

- **Consider all your local landmarks**

- Public buildings and landmarks that are lit up at night often have lighting infrastructure in place. These buildings can be town halls, libraries, museums, shopping centres, hospitals, sporting stadiums and so on. [Check out which buildings have said yes for 2024.](#)

- **Find out who to contact**

- Check out their website to see if they have any guidance or FAQs about who to ask, and if not use their contact section. Remember sometimes a request on social media might work if you don't get an email response.
- Download [our template letter/email](#) to help make your approach.

- **Tell us when a building or landmark says yes**

- Please let us know which buildings have agreed to light up for BLAW by [completing our short form](#) with the result of your request.

When a building or landmark says yes!

- **Share the BLAW communications assets**

We want as many people as possible to know that a building or landmark is lighting up. They may have their own social media or website.

We've put together some assets that include a press release, suggested social media copy to accompany an image of the building, and web copy that you can share with the organisation lighting up their building or landmark.

They can use this content to easily promote what they are doing on their channels and with their own staff.

This means all buildings that do light up can also help engage people in the messages of BLAW.

There's also [technical information about lighting here](#) you can share with them.

Suggested copy to share with a building or landmark that is going to light up

○ Long copy for Facebook, Instagram, and LinkedIn.

We are proud to light up #PinkAndBlue for #BabyLossAwarenessWeek 💖 💙

This year marks the 22nd year of #BLAW, a time for people to come together to remember their babies, raise awareness of pregnancy and baby loss, and drive change.

Learn more [👉 babyloss-awareness.org](https://www.babyloss-awareness.org)

Baby Loss Awareness Week ends with the global #WaveOfLight on 15 October. Everyone is invited, wherever they are in the world, to light a candle at 7pm local time as a special mark of support and remembrance.

#BLAW24 #BabyLoss #PregnancyLoss

○ Short copy for X (Twitter)

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#BLAW is a time for people to come together, remember their babies, raise awareness of pregnancy & #BabyLoss, and drive change.

Learn more [👉 babyloss-awareness.org](https://www.babyloss-awareness.org)

@bla_campaign #BLAW24 #PregnancyLoss



Suggested copy to share on websites and intranets

- **Web copy for use by buildings and landmarks lighting up for BLAW**

From 9 – 15 October we will be marking Baby Loss Awareness Week in the UK by lighting up [ADD NAME OF BUILDING OR LANDMARK].

It's a week that helps to unite the pregnancy and baby loss community. More than 130 charities, along with individual supporters, organisations and businesses come together to remember their babies, raise awareness of pregnancy and baby loss, and drive change.

The week also plays a crucial role in raising awareness of the importance of ongoing bereavement support and the essential work required to improve pregnancy outcomes and save babies' lives.

Baby Loss Awareness Week ends with the global 'Wave of Light' on 15 October. Everyone is invited, wherever they are in the world, to light a candle at 7pm local time as a special mark of support and remembrance.

If you have been impacted by pregnancy or baby loss, you can find support and advice at www.babyloss-awareness.org as well as ways you can get involved during the week.



Promoting the lighting up with the media

- **Contact the media**

- When a building or landmark agrees to light up for BLAW, as well as asking them to share about why they are doing so on their social media channels (and sharing the suggested copy with them) it would be great to work with them to promote why they're lighting up to support BLAW in local, regional and any sector media.
- Have the conversation – ask them if they will be talking to local media, or if they would prefer you to lead on contacting local media outlets, to proudly share the news that the landmark or building is lighting up for BLAW.
- Whatever you agree, you can use the [template press release here](#) to help create your bespoke release about the building or landmark lighting up and include quotes from yourself, thanking them and sharing what the lighting up means to you, as well as quotes about why they are happy to show their support for BLAW in this way.

Shout about your success

- **Congratulate and thank a building or landmark**

- Saying thank you publicly to a building or landmark lighting up for BLAW is lovely recognition for their support.
- You can work together to create a press release and talk to local media (see previous slide).
- If you or your organisation has social media channels, write your own posts to thank and showcase the building or landmark that has responded to your request.
- Do add a photo of the building lit up pink and blue during BLAW and tag @bla_campaign on X, @Babyloss on Facebook or @Babylossweek on Instagram. And make sure you [download the free social media banners](#).

Other ways to turn Pink and Blue

- **Light up your garden** – whether it's your front or back garden, a balcony or a terrace, you can go pink and blue in your own outdoor space. From tree lights to solar powered pot lights, it's time to get creative!
- **Light up your windows** – we've got brilliant 'glowing' films so you can light up your own home [Pink](#) and [Blue](#) for Baby Loss Awareness Week using any device that can play YouTube. Here's [a 'how to' guide](#) so you can turn your own home pink and blue for Baby Loss Awareness Week.
- **Candles and Decorations** – pink and blue tealight holders, bunting, window decorations and more – make pink and blue your own. We've seen window decorations made out of pink and blue post-its and beautiful moments from pink and blue candles.
- **Dress up for the day** – something everyone can do is dress in pink and blue! Tell your colleagues, friends and family to dress up in pink and blue to help raise awareness for Baby Loss Awareness Week. From pink socks to blue hair, the choice is yours!
- **Pink and Blue your way!** - Last year, [BLAW was so beautiful](#) because of all the creative ways people chose to turn Pink and Blue. So, whatever you do to turn Pink and Blue, share it with us so we can celebrate your creativity.



Any questions?

- We're always here to help so if you need any advice simply send an email to Babyloss@sands.org.uk
- You can also ask us questions via a private message on [Facebook](#), [Instagram](#) or [X](#).
- *Remember to tag us and use #BLAW and #PinkAndBlue in your socials posts*