***Please help us turn the UK pink and blue for Baby Loss Awareness Week 2025***

Dear \*NAME\*,

My name is <insert name>, I am writing as a Supporter of Baby Loss Awareness Week.

I am writing to request if it would be possible to illuminate <insert name of landmark/organisation> in pink and blue colours in support of Baby Loss Awareness Week, which takes place during 9-15 October 2025.

\***OPTIONAL**\* The reason I am supporting Baby Loss Awareness Week is… <insert personal story>.

This year is the 23rd Baby Loss Awareness Week and I’d love <insert name of landmark/organisation> to be part of this significant milestone, which is backed by an alliance of more than 100 charities and organisations, aiming to raise awareness of the key issues around pregnancy and baby loss in the UK.

Throughout the week, bereaved parents, their families, and friends unite to commemorate the lives of babies who died during pregnancy, at or soon after birth and in infancy. The Week is also a platform to call for tangible improvements in policy, research, bereavement care and support.

In order to raise awareness and break the taboo of baby loss we are reaching out to public buildings and landmarks, like <insert name of landmark/organisation>, with a request to illuminate in pink and blue during this week.

Could you please direct me to the relevant person/department within your organisation that I need to approach with such a request?

Last year, over 200 iconic landmarks, municipal buildings, hospitals, bridges and stadiums across the UK were lit up in pink and blue in support of Baby Loss Awareness Week across the UK.

During the Baby Loss Awareness Week this year, it would be amazing and mean so much to anyone affected by this heart-breaking tragedy if as many UK landmarks as possible turned pink and blue to commemorate all those babies who have died.

We recognise that you may get many similar requests and if you are unable to support the whole week in October, would you please consider illuminating during the global Wave of Light, which takes place at 7-8pm on 15th October, an internationally-recognised *‘Pregnancy and Infant Loss Remembrance Day’?*

For more information about the week and other ways you can get involved, please visit [www.babyloss-awareness.org](http://www.babyloss-awareness.org) or email [babyloss@sands.org.uk](mailto:babyloss@sands.org.uk)

Thank you so much for your consideration.

I look forward to hearing from you soon,

Kind regards,

[Insert Name and personalise very simply if appropriate e.g. Supporting BLAW in memory of <insert name>]