

FOR IMMEDIATE RELEASE

[CITY] TO SHINE BLUE FOR MESOTHELIOMA AWARENESS DAY

Multiple [CITY] landmarks will illuminate in blue on September 26 to honor those affected by mesothelioma

[CITY, STATE] — [DATE] — The city of [CITY] will shine blue on September 26 for Mesothelioma Awareness Day, with multiple local landmarks lighting up to raise awareness of mesothelioma and honor the patients, survivors, caregivers, and families whose lives have been affected by the disease.

Participating landmarks include:

[LANDMARK 1]

[LANDMARK 2]

[LANDMARK 3]

[ADDITIONAL LANDMARKS]

Together, these landmarks will create a visible reminder throughout [CITY] that mesothelioma may be rare, but its impact is significant.

A RARE CANCER WITH A WIDESPREAD IMPACT

Mesothelioma is a rare and aggressive cancer that develops in the thin layer of tissue surrounding certain organs, most commonly around the lungs and chest. It can also affect the lining of the abdomen and other areas of the body.

Asbestos exposure is the primary known cause of mesothelioma. Because the disease can develop many years after exposure, its impact continues to be felt by patients and families today.

Mesothelioma Awareness Day takes place annually on September 26 and was established in 2004 by the Mesothelioma Applied Research Foundation and members of the mesothelioma community. The day brings patients, families, healthcare professionals, researchers, advocates, and communities together to increase awareness and support efforts to advance research and improve the lives of those affected by the disease.

[CITY] HAS A PERSONAL CONNECTION

For [NAME], a [CITY] resident and [patient/survivor/caregiver/family member/advocate], seeing the city come together for Mesothelioma Awareness Day is deeply personal.

“[INSERT PERSONAL STORY — 2–4 SENTENCES. Explain your connection to mesothelioma, who was diagnosed, when the diagnosis occurred, and how it has affected your family. Then explain why having landmarks across the city light blue matters to you.]”

“[OPTIONAL SECOND QUOTE OR SHORT PERSONAL MESSAGE.]”

WHY BLUE?

Blue has become a symbol of mesothelioma awareness. On September 26, communities across the country and around the world are encouraged to Paint the World Blue by wearing blue, lighting landmarks, displaying blue lights, and sharing their stories.

For [NAME], the landmarks are more than just lights.

[Include a quote from you. FOR EXAMPLE: “When people see [CITY’S] landmarks glowing blue, I hope they ask why. I hope they learn about mesothelioma and understand that behind every diagnosis is a person and a family. Most importantly, I hope it reminds people that we need continued research, better treatments, and support for everyone affected by this disease.”]

JOIN [CITY] IN PAINTING THE WORLD BLUE

Community members can participate in Mesothelioma Awareness Day by:

- Wearing blue on September 26.
- Taking photos of the illuminated landmarks and sharing them on social media.
- Sharing their personal connection to mesothelioma.
- Learning more about mesothelioma and asbestos exposure.

Use #MesotheliomaAwarenessDay and #MoreThanMeso when sharing photos and stories.

LANDMARK LIGHTING INFORMATION

Landmark, Location, Lighting Date/Time

[LANDMARK 1], [LOCATION], [TIME]

[LANDMARK 2], [LOCATION], [TIME]

[LANDMARK 3], [LOCATION], [TIME]

[LANDMARK 4], [LOCATION], [TIME]

[LANDMARK 5], [LOCATION], [TIME]

MEDIA OPPORTUNITIES

Members of the media are invited to:

Photograph and film the illuminated landmarks.

Interview [NAME] about their personal connection to mesothelioma.

Speak with [LOCAL OFFICIAL/HEALTHCARE PROFESSIONAL/ADVOCATE].

Capture families and community members participating in Mesothelioma Awareness Day.

Interview Contact:

[NAME]

[PHONE]

[EMAIL]

ABOUT THE MESOTHELIOMA FOUNDATION

The Mesothelioma Foundation is dedicated to ending mesothelioma and the suffering caused by this disease. Through research, patient and family support, education, and advocacy, the Foundation works to advance progress and improve the lives of people affected by mesothelioma.

Learn more at curemeso.org.

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