**TEMPLATE LETTER FOR #LightUp4ITP**

Dear [General Enquiries Team / Customer Service Team],

My name is [Your Name], and I [live with / have a loved one diagnosed with] Immune Thrombocytopenia (ITP), a rare autoimmune disease in which the body's immune system attacks platelets. Platelets assist the blood in clotting, and patients with ITP have a low platelet count. There is no cure, and many people with ITP never meet another patient in person.

ITP Australia and New Zealand (ITPANZ) provides information, support, and advocacy for the ITP Patient Community. It is a member of the International ITP Alliance and works alongside global organisations to improve awareness, research, and patient outcomes. You can learn more at [**ITPANZ.org.au**.](https://www.itpanz.org.au/)

This is the 10th year of our community celebrating **Global ITP Awareness Week (22–28 September 2025)** and as part of the **#LightUp4ITP** campaign, we invite landmarks across Australia and New Zealand to light up **Purple** to support those living with ITP.

I am reaching out to request that **[Landmark Name] be illuminated in purple on Friday, 26 September 2025**, for ‘**I** spor**T** pur**P**le for Platelets Day.’ This global event raises awareness for ITP and symbolises the bravery and hope of patients. Last year, over 170 locations participated - helping to shine a light on this rare disease.

Your support would help raise vital awareness, showing ITP patients that they are seen, heard, and supported. If approved, we will promote the illumination through social media, ensuring your contribution reaches a national and international audience.

[Insert a personal story here – e.g., how ITP has impacted your life or why awareness is important.]

I would be grateful for the opportunity to discuss this further and look forward to your response.

**Hashtags:** #ITPANZ #ITPAwarenessWeek #ITPAware #Global4ITP #LightUp4ITP

Kind regards,  
[Your Name]