



June 3, 2014

Shed some light on World Prematurity Day 2014

Good day,

We are seeking your assistance and challenge you to participate with a special project for this coming World Prematurity Day which is on November 17th. Throughout Canada and worldwide, special activities and events are being planned to raise awareness of prematurity.

The Canadian Premature Babies Foundation, partnering with Préma-Quebec will be coordinating activities across Canada to draw attention to the health challenges of preterm birth, and to offer hope to families who are raising premature children. As you may be aware one in 12 babies in Canada is born premature and most often this represents health concerns for these families. As November is the gateway to the winter season, common winter illnesses compound the health concerns put on these babies and their families.

This year our hope is that, with local assistance, we get landmarks, bridges and buildings across Canada lit up in purple to honour preterm babies and their parents. Lighting your hospital or local community landmark will be one step towards helping bring awareness to the World Prematurity Awareness Day Campaign. In 2012 and 2013, the CN tower was lit up in purple with the help of the NICU Parent Partner and Veteran Parents from Mount Sinai Hospital in Toronto.

We hope you will consider joining us on this important and exciting project. Any activities that you can organize around November 17th will be of huge help in shining a light on prematurity and its challenges. Whatever you can or want to do, please share with us. Send us your stories and pictures so that we may share with others across Canada. Please visit the Web site to learn more - www.cbpf-fpbc.org.

If you have any questions or needs concerning the shed some light project, World Prematurity Awareness Day or our work in general, please feel free to contact me at: katharina.staub@cbpf-fpbc.org.

Yours sincerely

A handwritten signature in cursive script that reads 'Katharina Staub'.

Katharina Staub
President
Canadian Premature Babies Foundation