

To whom it may concern,

I would like to **invite my city to take part this September to light up a famous landmark and/or building in gold**. The community of childhood cancer champions, advocates and supporters encourage iconic buildings, historic landmarks, monuments, bridges and natural environments to light up in gold or display huge gold ribbons in September.

Once again, the purpose of this yearly campaign is to raise awareness about childhood cancer. There are serious inequalities in access to the best available care and expertise across Europe: innovation unfortunately does not reach children who most need it. One would expect that it should be “children first” but sadly too often it is “children last”. Children and young people should be able to benefit from faster and more efficient development of affordable innovative medicines.

The **Gold Ribbon** is the universal symbol to create awareness about childhood cancer, shining the light on the under-served young patients with cancer whose specific needs are often left behind in the overarching health and cancer agenda.

This is a great opportunity for our city to shine a light on the children and adolescents who deserve better health outcomes.

**September is Childhood Cancer Awareness Month: Shine Gold on our Young Heroes & Survivors!**

September is [**Childhood Cancer Awareness Month**](https://siope.eu/ShineGold) and a time to recognise the children and adolescents affected by cancer at global and European scale.

The awareness campaign (initiated by parents, patients and survivors) has grown into a global campaign supported at the highest level. The entire childhood cancer community (healthcare professionals, academics, parents, patients, survivors, policymakers) **honours the children and young people battling cancer**, the families who care for them, the healthcare professionals and their caregivers, the survivors, the children who lost their lives, and the scientists dedicated to beating childhood cancer.

Do join the campaign and show your support this year!

Thanking you in advance.

Kind regards,

A concerned citizen

[**www.siope.eu/ShineGold**](http://www.siope.eu/ShineGold)