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**Sent:** Friday, January 20, 2023 2:16 PM  
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**Subject:** Lighting request — Invitation to get involved in Light It Up! For NDEAM in 2023

Hello Diane and Emily,

Greetings and introductions. I'm the Communications Strategist for the Ontario Disability Employment Network, and the National Campaign Co-ordinator of Light It Up! For NDEAM®.

*Light It Up! For NDEAM* is an annual national event that spotlights the many ways people who have a disability contribute to businesses and their communities, helping companies be successful and competitive.

But *Light It Up! For NDEAM* is more than a night; more than just a special lighting event on **the third Thursday** of every October during National Disability Employment Awareness Month. It has quickly become a movement that ignites conversation about disability inclusion in employment.

This event happens nationwide every year through collaborative effort between:

- The Ontario Disability Employment Network (trademark & event owner of *Light It Up! For NDEAM*) and its member community-based employment service providers in Ontario
- Jobs Ability Canada
- The Canadian Association for Supported Employment and MentorAbility Canada
- Hundreds of community-based employment service agencies in the disability sector, across Canada (including several BC community agencies across the province)

*Light It Up! For NDEAM* started province-wide in Ontario, in 2020 and went national in 2021.

Last year almost 440 locations in almost 120 communities nationwide participated in *Light It Up! For NDEAM* by illuminating purple and blue.

Municipalities across Canada participated in *Light It Up! For NDEAM* in both 2021 and 2022, illuminating their town/city halls and signature signs. They include:

- Toronto

- London, ON
- Hamilton, ON
- Humboldt, SK
- Lethbridge, AB
- Red Deer, AB
- Edmonton (High Level Bridge)
- Charlottetown & Summerside, PE
- Halifax
- Estevan, SK
- Mississauga, ON
- Brampton, ON
- Oakville, ON
- Sarnia, ON
- Windsor, ON
- Vancouver
- Whistler, BC (Fitzsimmons Covered Bridge)
- Nanaimo (The Bastion)

As well, most every iconic landmark across Canada has participated in *Light It Up! For NDEAM* in both 2021 and 2022, and we're anticipating that they will again in 2023:

- CN Tower (has participated since 2020 – request submitted for 2023)
- Niagara Falls (has participated since 2020 – request submitted for 2023)
- BC Place (submitting request for 2023)
- The Big Fiddle, Port of Sydney
- Port of Halifax
- The Big Nickel, Sudbury
- Canada Life Building, Toronto (has participated since 2020)

The federal government has also participated since 2021, lighting over 30 federal buildings across the country in both 2021 and 2022.

We'd love to have the District of Mackenzie joining the *Light It Up! For NDEAM* movement by lighting your Town Hall in October 2023, if you have the capability.

*Light It Up! For NDEAM* 2023 is the night of **Thursday, October 19**.

The colours I'm requesting are:

Purple: R 50 G 82 B 138

Blue: R 50 G 77 B 92

Our social media handle (Facebook, Twitter, LinkedIn) is @odenetwork

The *Light It Up! For NDEAM* hashtags are: **#LightItUpForNDEAM #EngageTalent**

You can learn more about *Light It Up! For NDEAM* [here](#), and see the [photo gallery here](#).

I'll look forward to hearing back from you about participating in *Light It Up! For NDEAM*.

Have a good weekend out there.

Best,  
DeanA

**Dean Askin, Communications Strategist**

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