

Mayor Joan Atkinson and Council
District of Mackenzie
Bag 340 – 1 Mackenzie Blvd.
Mackenzie, BC V0J 2C0

September 19, 2023

Dear Mayor Atkinson and Councillors:

I'm the Communications Strategist for the Ontario Disability Employment Network, and the National Campaign Co-ordinator of Light It Up! For NDEAM[®]. I'm writing to invite the District of Mackenzie to participate in this event. Over the past several months, I have been communicating with Chief Administrative Officer Diane Smith about the District's participation in *Light It Up! For NDEAM* this year.

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 is led by the Ontario Disability Employment Network (ODEN). It happens nationwide every year through a collaboration between ODEN, the Canadian Association for Supported Employment, MentorAbility Canada and many community agencies across the country — including ones in British Columbia.

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

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

Municipalities across Canada participate in *Light It Up! For NDEAM* by illuminating their town/city halls and signature signs, and/or other municipal buildings. This year they include:

- London, Hamilton, Mississauga, Oakville, Sarnia, ON
- Lethbridge & Red Deer, AB
- Charlottetown & Summerside, PE
- Estevan, SK
- Port Moody, Williams Lake, Whistler, Coquitlam, Nanaimo, BC

As well, most every iconic landmark across Canada participates in *Light It Up! For NDEAM*.

- CN Tower (has participated since 2020 inaugural event)
- Calgary Tower
- Niagara Falls (has participated since 2020 inaugural event)
- BC Place
- The Big Fiddle, Port of Sydney, NS
- Port of Halifax
- Canada Life Building, Toronto (has participated since 2020)
- Cabot Tower, Signal Hill National Historic Site (a new landmark location in 2023)

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 Recreation Centre.

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 #LightItUpForDEAM #EngageTalent

You can learn more about *Light It Up! For NDEAM* by visiting the web page:
<https://www.odennetwork.com/initiatives/light-it-up-for-ndeam-2023>.

Thank you for your consideration, and I will look forward to hearing back from you about participating in *Light It Up! For NDEAM* on Thursday, October 19.

Best regards,



Dean Askin

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Communications Strategist, Ontario Disability Employment Network

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