



AUTISM SPEAKS
LIGHT
IT UP
BLUE



Help Us
Shine a Light
on Autism



What Is World Autism Awareness Day and Light It Up Blue?

On December 18, 2007, the United Nations General Assembly adopted resolution 62/139, tabled by the State of Qatar, which declares **April 2 as World Autism Awareness Day** (WAAD) in perpetuity. This UN resolution declares WAAD as one of only four official health-specific United Nations Days and will bring the world's attention to autism, a pervasive disorder that affects tens of millions. The World Autism Awareness Day resolution encourages all Member States to take measures to raise awareness about autism throughout society and to encourage early diagnosis and early intervention. It further expresses deep concern at the prevalence and high rate of autism in children in all regions of the world and the consequent developmental challenges.

Each April 2

Autism Speaks celebrates their signature campaign, **Light It Up Blue**, along with the international autism community, in commemoration of World Autism Awareness Day. Light It Up Blue is a unique global campaign that kicks off Autism Awareness Month and helps raise awareness about the disorder. In honor of this historic day, thousands of iconic landmarks, buildings, hotels, bridges and retail stores are among the hundreds of thousands of homes and communities around the globe that illuminate blue to spread autism awareness.

About Autism Speaks

Autism Speaks is the world's leading autism science, awareness and advocacy organization. It is dedicated to funding research into the causes, prevention, treatments and a cure for autism; increasing awareness of autism spectrum disorders, and advocating for the needs of individuals with autism and their families.

Autism Speaks was founded in February 2005 by Suzanne and Bob Wright, the grandparents of a child with autism. Mr. Wright is the former vice chairman of General Electric and chief executive officer of NBC and NBC Universal. Since its inception, Autism Speaks has committed more than \$200 million to research and developing innovative resources for families. On the global front, Autism Speaks has established partnerships and related activities in more than 40 countries on five continents to foster international research, services and awareness.

About Autism

Autism is a general term used to describe a group of complex developmental brain disorders – autism spectrum disorders – caused by a combination of genes and environmental influences. These disorders are characterized, in varying degrees, by communication difficulties, social and behavioral challenges, as well as repetitive behaviors. While every country's statistics differ, it is estimated that one in 88 children in the U.S. is on the autism spectrum – a 78 percent increase in six years that is only partly explained by improved diagnosis.

There is currently no medical detection or cure for autism. To learn more about Autism Speaks, please visit AutismSpeaks.org.



How to Light It Up Blue

Go to

AUTISMSPEAKS.ORG/LIUB

TO REGISTER your lighting or fundraiser

TO HOST AN ONLINE "EVENT" and invite customers, co-workers, family and friends to donate and participate online

TO UPLOAD photos of your participation to the Light It Up Blue photo gallery

TO DONATE by clicking the donate link or by texting **AUTISM** to **25383** to give \$10

A one-time donation of \$10.00 will be added to your mobile phone bill or deducted from your prepaid balance. Donor must be age 18+ and all donations must be authorized by the account holder (e.g. parents). By texting YES, the user agrees to the terms and conditions. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of Autism Speaks by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/. Message & Data Rates May Apply. You can unsubscribe at any time by texting **STOP** to short code 25383; text **HELP** to 25383 for help.

CN Tower Toronto, Canada

In honor of people with autism worldwide iconic landmarks, hotels, sporting venues, concert halls, museums, schools, universities, bridges, retail stores and thousands of homes will light blue beginning on April 2!

Light Homes, Businesses, Schools and Landmarks Blue

For commercial or public buildings: Ask your building management or facilities department for lighting building exteriors blue.

- change outdoor/indoor white bulbs to blue bulbs
- tint windows with blue gel sheets
- cover existing fixtures with blue gel filters
- project the Autism Speaks puzzle piece or Light It Up Blue logo on walls or buildings

Invite neighbors and friends to light blue and join in shining a light on autism!

Wear Blue

- incorporate blue into apparel or accessories for family, friends, coworkers and staff (ties, scarfs, shirts, etc.)
- supply Autism Speaks lapel pins, bracelets or other blue accessory to wear during the Month of April

Post Blue

- turn your website blue or add the Light It Up Blue logo with a link to autismspeaks.org/LIUB
- share your participation through emails, Facebook, Twitter and Google+
- tweet autism facts with #LIUB in your tweets
- TEXT "AUTISM" to 25383 to donate \$10 to Autism Speaks
- download the free LIUB iPhone or Android app to add photos and see all the participating buildings

Raise Awareness with Blue

- distribute information about autism, World Autism Awareness Day and **Light It Up Blue** in your establishment, neighborhood or company
- invite a local Autism Speaks representative to speak to your staff, school or town about autism and the **Light It Up Blue** campaign
- reach out to local media to let the community know about your great work for the autism community and your support of Autism Speaks

Make your lighting a ceremonial event and invite local media!

Blue Ideas

- host a blue themed party or event, ask guests to donate \$5 to wear blue on April 2 or during the month of April
- have a blue bake sale or ask a local bakery to sell blue baked goods to support your school, company or neighborhood in raising funds for autism
- create blue themed items, drawings, etc to display on April 2 and during the month of April
- donate a percentage of sales from a specific item or product for a time period
- offer point of sale donations (contact your local representative for details)
- set up a blue retail display, menu or "special" for the month of April

For more great ideas log onto autismspeaks.org/LIUB

Blue

RESOURCES

Get expert lighting advice at roscocom/liub

- order gels
- get custom "GOBO"s (light projection)
- equipment rental and lighting assistance

Blue bulbs are available at Home Depot & homedepot.com

- manufactured by Philips:
 - 25W incandescent
 - 100W indoor/outdoor flood lamp
 - 13W CFL

Blue merchandise can be found on shop.autismspeaks.org

Blue iPhone or Android app can be downloaded from autismspeaks.org/LIUB

Autism Facts to tweet can be found at autismspeaks.org/LIUB

Download links for **logos** are available at autismspeaks.org/LIUB

See your **local representative** to speak and educate about autism and LIUB

Buddha Statue in Hyderabad, India

The Torch in Doha, Qatar

Regional Center for Autism in Tirana, Albania

Empire State Building in New York

Burj Al Arab in Dubai, United Arab Emirates



Light It Up Blue Around the World

8000 Landmarks and Buildings

90 Countries

75 Cities

7 Continents

More than **750 national and local media outlets** covered Autism Speaks' Light It Up Blue campaign, resulting in close to **120,000,000 print and broadcast media impressions** in the United States alone. Our online presence in the media was unprecedented: in April, the total number of unique monthly visitors to websites that featured Autism Speaks was **more than 2.3 billion.**



National Broadcast Placements

- Today Show** with Kathie Lee and Hoda
- AI Roker** on the Today Show
- CBS This Morning**
- Fox and Friends**
- Access Hollywood Live**
- CNBC** with Jim Cramer
- MSNBC** with Andrea Mitchell and Joe Scarborough

Online Presence

- 1.8 Million Social Followers**
- 15+ Social Media Posts**
- Estimated 30K+ Social Engagements**
- 700K+ Email Database**
- 5+ LIUB Participation eBlasts**

LightItUpBlue.org Web Traffic

- (Feb 1st – April 2nd)**
- 4,052,837 page views**
- 1,209,528 unique visitors**

Channel Impressions

- Email blasts (5x) 700,000+**
- Social posts (15x) 1,000,000+**
- AutismSpeaks.org Countdown Clock 4,000,000 +**
- LightItUpBlue.org Countdown Clock 1,500,000+ 6,500,000+ Impressions**

FAQ

Q: What is LIUB? How can I get information?

Please log on to www.autismspeaks.org/LIUB to see "How To" with detailed information regarding LIUB

Q: Can I use the LIUB logo for my event/fundraiser?

Yes. However please make sure you comply with the following (Terms of Use):

The logo must remain intact. You may not change or add anything to it

You may not use the logo for selling purposes

In the US, any fundraising activity utilizing the Light It Up Blue (or any Autism Speaks marks) must provide a minimum of 20% net proceeds to Autism Speaks under the Light It Up Blue campaign banner.

Q: Can my charity participate in LIUB? Can we raise funds for autism related resources?

Your charity can certainly be involved in LIUB. The charity may also plan and execute fundraising activities to support autism resources and may use the Light It Up Blue logo in its entirety (no modification is permitted). Please note that US-based charities must comply with terms of use above.

Q: Where can I get the LIUB logo?

Permitted logos will be available on the Light It Up Blue website under How To Light It Up Blue. Please log on to www.autismspeaks.org/LIUB for more information

Q: Can I get materials to promote Light It Up Blue?

Please log on to the Autism Speaks LIUB eStore to purchase materials and promotional products (visit www.autismspeaks.org/LIUB and click on the Shop link)

Q: How can I light my home blue?

You may purchase specially marked blue light bulbs at most Home Depots in your area starting in March 2014.

Q: I want to light my commercial building blue. What resources are available?

You may also log on to www.rosco.com/LIUB to order blue lighting filters from our official partner Rosco Labs or one of their dealers.

Q: Where do I send donations?

You may send your donation to Autism Speaks Light It Up Blue 2014, Att: Donations, 1060 State Road, 2nd Floor, Princeton, NJ 08540. Please make checks payable to Autism Speaks.

Q: How can I share my Light It Up Blue photos online?

You can share your photos by signing up at www.autismspeaks.org/LIUB. Please create a profile to participate in this year's LIUB campaign. You can fundraise, update your profile, and upload photos of your Light It Up Blue celebration.

Q: Can I create my own Facebook page to support LIUB and Autism Speaks?

We want to share what you are doing with the world in support of individuals with autism, so we prefer that you post your Light It Up Blue activities on the World Autism Awareness Day Facebook page. This way, the whole world can see the strength of our community across the globe.

Q: How can I get a receipt for my online donation?

All online donations are acknowledged at time of donation and through email confirmation. We recommend that donors print out or save their acknowledgement for tax purposes.



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Join Autism Speaks as we Celebrate
5 Years of Lighting the World Blue on
April 2 and Throughout the Month

To learn more visit autismspeaks.org/LIUB



AUTISM SPEAKS[®]
It's time to listen.

