

May is **Neurofibromatosis (NF)**
Awareness Month

SHINE A LIGHT ON NF

Shine a Light on NF is a grassroots initiative that brings NF awareness into the community by lighting up buildings, bridges, monuments and other landmarks in blue and green. Shine a Light on NF is one part of the Tumour Foundation's NF Awareness Month campaign in partnership with the Children's Tumor Foundation. Each year, landmarks across the country and around the world participated.

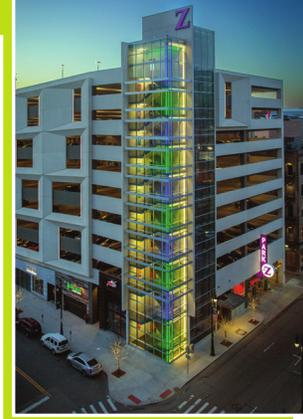
What is NF? Neurofibromatosis, or NF, is a genetic disorder that causes tumours to grow on nerves throughout the body. NF affects one in 3,000 people of all populations. There is currently no cure, but the Children's Tumor Foundation, the world's leading organization dedicated to NF, is driving research, expanding knowledge and advancing care for the NF community.

WHAT WE'RE ASKING YOU TO DO:

- **Light up blue** (and green, if you have the capacity for multiple colors) on May 17, World NF Awareness Day. (Or any other day available in May.)
- **Post a photo** on your social media platforms (or share ours); tag us and use the campaign's official hashtag, #EndNF, in your post

POTENTIAL REACH

- Infused into both Foundations Awareness Month communications
- Listed on our dedicated NF Awareness Month webpage
- *NF News*, the official newsletter of the Children's Tumor Foundation
- Mentions and photos on multiple CTF and TFBC social media posts
- Press releases and media placements
- Communication nationwide to CTF and TFBC volunteers
- Community viewing parties



For more information, please contact:

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