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Help us go Pink for Organ Donation Week.

Organ Donation Week runs from Monday 20 September until Sunday 26 September 2021.

Our aim is to inspire millions of family conversations about organ donation. On average, someone dies every day across the UK waiting for an organ transplant. When it comes to organ donation, families will always be involved. The majority of families support organ donation going ahead if they knew what their loved one wanted, so that conversation could be the most powerful thing someone ever does to help save lives.

A key part of the campaign is encouraging conversations in communities and across the nation, so we are working with organisations to light up buildings, monuments, and other tourist attractions pink for some or all of the week.

Going pink could be easier than you think.

- **Colour changing LED lighting**

Many buildings and structures now feature low energy light fittings which feature colour changing luminaries for both interior and façade illumination. They allow simple programme alterations via fitted control panels to allow organisations to mark special days, celebrating local, national, and international events.

- **Façade Lighting**

Standard exterior façade lighting can be easily adapted by using a colour film that can be fitted over existing luminaries. More commonly known as Theatre or Lighting Gel this flexible polycarbonate or polyester material (similar to acetate) can easily be cut to size for a wide range of applications.

- **Projector lighting**

Using projector lighting, you can illuminate any building that does not have the above options. These lighting projectors can be installed on balconies or a set distance from the building. A specialist lighting company can provide details on the best options available to you. If you plan to install the projector in a public space, you may need to seek advice from your local authority.

In addition, some projectors would have the capability to project a specific image such as the 'Yes I donate' graphic or the NHS Organ Donor Card.



We really hope that you can get behind this vital campaign and help us light up the skyline during Organ Donation Week.

Organ Donation colour specifications:

Pantone Rhodamine Red
RGB: 224/17/157
HTML: E0119D

Social Media: You could also post on social media using the following suggestions:

It's Organ Donation week and we've lit up to encourage people to talk to their loved ones about organ donation. Leave them certain @NHSOrganDonor #OrganDonation #OrganDonationWeek #LeaveThemCertain

We're supporting Organ Donation Week and we've lit up to encourage people to talk to their loved ones about organ donation and join the NHS Organ Donor Register @NHSOrganDonor #OrganDonation #OrganDonationWeek #LeaveThemCertain

Belfast City Hall – Organ Donation Week 2017

