

# National Eating Disorders Awareness Week 2025 Lighting Partner Outreach Guide



# Contents

Welcome	<b>3</b>
<hr/>	
Important Links	<b>4</b>
<hr/>	
Tips for Outreach	<b>5</b>
<hr/>	
Tips for Publicity	<b>6</b>
<hr/>	
Phone Script	<b>7</b>
<hr/>	
Outreach Letter Template	<b>8</b>
<hr/>	
Application Template	<b>9</b>
<hr/>	
Thank You & Follow-Up Template	<b>11</b>
<hr/>	
Press Release	<b>13</b>
<hr/>	
Posting on Social Media	<b>15</b>
<hr/>	
Tips for Night of the Lighting	<b>16</b>
<hr/>	



# Welcome

Greetings Volunteers and Collaborators!

On behalf of the National Eating Disorders Association (NEDA), I would like to thank you for your interest in outreach for our Eating Disorders Awareness Week Lighting Partner Campaign. Eating Disorders Awareness Week (EDAW) is an annual campaign to educate the public about the realities of eating disorders, and serves as a beacon of hope, connection, and community for individuals and families affected by eating disorders.

EDAW 2025 will take place during the week of February 24 - March 2, 2025. Check out NEDA's website for more details about EDAW 2025, including the theme, resources, messaging, and campaign materials!

A vital component of this national outreach is the lighting partner initiative: Cities across the United States are signing on to have landmarks and other special venues illuminate in blue and green in honor of EDAW and in recognition of eating disorders.

Every year NEDA is overwhelmed with inspiring messages from members of the community. Individuals, activists, volunteers, and treatment professionals nationwide have expressed that the lightings had a profound impact on them and their loved ones. It is a validation of their struggles, an acknowledgement of their road to recovery, a symbol of hope for them and their friends and family members.

NEDA would like to offer you the opportunity to participate in this amazing campaign by providing you with outreach resources to potential lighting partners in your community. We invite you to read through the following pages that will provide some helpful advice.

We would be more than happy to help support you in your outreach. We can be reached at [info@nationaleatingdisorders.org](mailto:info@nationaleatingdisorders.org).

Thank you for your continued support and we look forward to working with you on Eating Disorders Awareness Week 2025!

Warmly,

Shivani Dutt and Mollie Schlapp-Gilgoff, Managers, Mission Initiatives

# Important Links

Here are some important links and resources for you:

## **EDAW Webpage**

You can find educational and shareable resources to raise awareness on our EDAW page. We will be adding more EDAW resources [here](#) as we get closer to the date!

## **Lighting List**

[This is the current list of buildings and landmarks](#) that we have already reached out to.

- This is organized alphabetical by state.
- Please review this list thoroughly before beginning any outreach. We don't want to duplicate each other's efforts.
- If you are doing any sort of outreach to a building or landmark please simply add to the bottom of the list.
- Even if you receive a "no" from the venue, please note that as well so others are aware to not approach that same venue.
- Please reach out to us if you need any assistance.

## **Volunteer to Become a Landmark Photographer**

Join us in capturing the spirit of Eating Disorders Awareness Week by photographing city landmarks and buildings illuminated in blue and green. Help us raise awareness through the power of photography. Your photo may be featured on our social media channels. You can sign up to be a volunteer landmark photographer [here](#).

## **List of Confirmed Landmarks**

For the full list of confirmed landmarks and the evenings they will be lit, visit <https://www.nationaleatingdisorders.org/edawlightings/>.

# Tips for Outreach

NEDA has already launched outreach to dozens of previous lighting partners. We also have a list of potential new partners we are waiting to hear from. Please visit the [EDAW Lighting Partner List](#) and review what venues have already been contacted.

As stated, please be sure to record updates on the EDAW Lighting Partner List so others do not duplicate your efforts!

- Your community is a great place to start! You may already be aware of buildings in your town, city or college campus that have multi-color lighting capability. Contact their building administration or facilities management departments to inquire about having the structure light in blue and green for EDAW.
- Google IMAGES of buildings and bridges in your state/community – you might be pleasantly surprised to find out what buildings have multi-color lighting capability!
- Research staff members to collect names of potential contacts: Some titles to look out for: communications, managers, property managers, media relations, city administrators, directors of operations, offices of special events, etc.
- In addition to building lightings, NEDA has been fortunate to have partners that get involved in another exciting way: there are many buildings that are happy to present a graphic, or “creative”, in electronic displays. Many buildings will also exhibit a creative graphic in their elevators. These are referred to as “captivate screens” – feel free to explore this possibility as well. Please reach out to us if you need a graphic to share with the venue.
- Please be sure to record your outreach attempts: building name, contact person, email and phone number, and final response (“confirmed” or “won’t be participating”) Accurate reporting ensures others are not duplicating your efforts.
- Color: Many buildings or bridges only have the capacity to light one color: choose either blue or green for the lighting. Dates: We would love if the lighting partner could participate the whole week but if that is not possible, choose a date (or group of dates offered more than one) you feel most confident you would be available to attend!

# Tips for Publicity

After your lighting is confirmed, you are free to be creative in publicizing the lighting, as well as EDAW 2025. Contact your friends to arrange photo opportunities in front of the lighting! This is also a great chance for you to get involved in other EDAW activities. Sign up to be an [EDAW Collaborator](#) and you will be notified when we have more information up on the website!



- Announce the lighting on all your personal social media platforms, using the hashtag #EDAW.
- Research the social media of the venue you procured to tag them in your posts.
- Contact your local newspaper or communications department of your school or organization to pitch the story: as a NEDA [Campus Warrior, Walk Ambassador, EDAW Collaborator etc.], you are spearheading an awareness campaign in your community for Eating Disorders Awareness Week. To honor those affected by eating disorders, you have secured [building name] to illuminate in blue and green.
- Contact local news outlets in your community including online bulletins; Facebook groups; and twitter accounts for local TV/radio stations; online news, etc.
- See the press release template in this guide to help you tailor your announcement – you may send this to as many news outlets as you'd like!



# Phone Script

“Good morning/afternoon. My name is [Name] and I am a [Volunteer, Campus Warrior, Walk Ambassador ect.] with the National Eating Disorders Association. I am calling in regards to the upcoming Eating Disorders Awareness Week in February; which is our national outreach and awareness campaign. The last several years, NEDA has secured buildings and bridges in the United States to light up for awareness. Is there someone I can speak to in hopes of having [Name of Building/Bridge/Organization] participate by lighting in blue and green?”

Helpful hints:

- NEDA Week is February 24 - March 2, 2025. We would love the venue to participate by lighting up the whole week; if that is not possible choose the day(s) you are confident would work for your schedule (to attend and take photos).
- Feel free to speak with the front desk/office manager. If you leave a message and do not hear back in a timely fashion, you can absolutely follow-up!
- You can tailor your intro as you deem fit for who you are speaking with.
- Offer to send the introductory email that explains more about the cause, has NEDA information as well as info on social media promotion of the lighting.
- If all communication is via phone, please remember to record their full name, title and extension number. Please also record their email address. You may say, “May I have your email address so we can send follow-up and any further information on Eating Disorders Awareness Week that would be helpful to share?”
- If they are willing to display an image or graphic in one of their display screens or elevators, please record the graphic sizes they require, and email me as soon as you can.
- If they are only able to do 1 color, feel free to request either blue or green.

# Outreach Email Template

Greetings [Name and Title],

On behalf of the [National Eating Disorders Association \(NEDA\)](#), I would like to submit a request to have the honor of the [Insert Venue Name] illuminated in blue and green in recognition of Eating Disorders Awareness Week (EDAW), which will be from February 24 - March 2, 2025.

In the United States, nearly 30 million Americans will experience an eating disorder at some point in their lives. Eating disorders are serious but treatable mental and physical illnesses affecting people of all genders, ages, races, religions, ethnicities, sexual orientations, body shapes, and weights. NEDA is the largest nonprofit organization dedicated to supporting individuals and families affected by eating disorders. Through our programs and services, NEDA raises awareness, builds communities of support and recovery, funds research, and puts vital resources into the hands of those in need.

Your participation in EDAW 2025 not only helps us bring greater recognition to this critical mental health issue, but it also serves as a beacon of hope, connection, and community for individuals and families affected by these serious illnesses. Eating disorders have the second highest mortality rate of any psychiatric illness, second only to opioid use disorder, so providing support and guidance to individuals and families struggling is critically essential.

The lighting event will be promoted via social media with the main hashtag #EDAW:

- [Instagram](#), 169.4K followers
- [Twitter](#), 38K followers
- [Facebook](#), 126.2K followers
- [LinkedIn](#), 18.3K followers
- [TikTok](#), 11.4K followers
- Email blast to over 116K recipients
- Local and National press releases to all media markets across the United States.
- Featured on the [NEDA website](#)

Thank you for considering our request. I eagerly await your decision and look forward to the positive impact this collaboration will have on raising awareness for this critical mental health issue.

Should you require additional information, please do not hesitate to contact me at [email address.]

Kind regards,

[Name]



# Application Template

Many companies and organizations have implemented applications for nonprofits to submit on behalf of their cause or awareness campaign. If you are sent an application, you can find pertinent information that is frequently asked, below.

If you need assistance of any kind, I would be more than happy to help you fill out the application. Please save a copy for yourself and forward on to us when you submit back to the company so we can save it for our records.

## **Objective:**

We are representing the cause of Eating Disorders Awareness Week (#EDAW). Seeking lighting partners for our 2025 EDAW Campaign, to illuminate their exterior structures blue and/or green. February 24 - March 2, 2025.

## **Summary of Campaign:**

The National Eating Disorders Association (NEDA) is a national nonprofit organization, spearheading the largest national outreach effort to raise awareness about eating disorders. The goal of this vital campaign is to put the spotlight on the seriousness of eating disorders and to improve public understanding of their causes and treatments. By increasing awareness and access to resources, we can encourage early detection and intervention, which can improve the likelihood of recovery for millions. Your participation will help us bring greater recognition to this important mental health issue. Most people do not realize that eating disorders have the second highest mortality rate of any psychiatric illness, second only to opioid use disorder, so providing support and guidance to individuals and families struggling is critically essential.

## **The Lighting Campaign Promotion:**

The lighting event will be promoted via social media with the main hashtag #EDAW:

- [Instagram](#), 169.4K followers
- [Twitter](#), 38K followers
- [Facebook](#), 126.2K followers
- [LinkedIn](#), 18.3K followers
- [TikTok](#), 11.4K followers
- Email blast to over 116K recipients
- Local and National press releases to all media markets across the United States
- Featured on the [NEDA website](#)

# Continued...

## **Additional blurb to add:**

As part of our national outreach, many cities in the United States are signing on to have landmarks and other special venues lit up in honor of Eating Disorders Week (EDAW). We would be honored if [Name of building/bridge, etc] in [City, State] could join us as well!

## **Additional specifics:**

### **NEDA Boilerplate:**

NEDA is the largest nonprofit organization dedicated to supporting individuals and families affected by eating disorders. Through its programs and services, NEDA raises awareness, builds communities of support and recovery, funds research, and puts vital resources into the hands of those in need. For more information, visit [www.nationaleatingdisorders.org](http://www.nationaleatingdisorders.org).

### **NEDA Website:**

<https://www.nationaleatingdisorders.org/>

### **Name of cause/campaign:**

Eating Disorders Awareness Week 2025

### **NEDA Address:**

333 Mamaroneck Avenue, #214,  
White Plains, NY 10605



# “Thank you” Template

Hi [Name],

Thank you so very much - it is great to have [Name of Venue] participate as a lighting partner for 2025!

Your support in helping us raise awareness for such a crucial cause is greatly appreciated. Together, we will bring hope to those affected by eating disorders. Please extend our gratitude to the managers and building crew who make this possible for important causes throughout the years.

Once again, thank you for your incredible support!

Best,

[Name]



# Follow-Up Template

If you don't receive a response to your request in a timely manner we suggest you send the below follow-up email:

Hi [Name],

I hope you are well. I am following up on my previous email regarding our request to have [Insert Venue Name] illuminated in blue and green in recognition of Eating Disorders Awareness Week (EDAW), which will be from February 24 - March 2, 2025.

The eating disorders community holds this annual awareness campaign in high regard, and participating would undoubtedly contribute to the sense of pride and support we all share. You have a unique opportunity to make a meaningful impact during this event.

Thank you once again for your consideration. I look forward to hearing your thoughts and finding a way to collaborate.

All my best and have a wonderful day!

[Name]



# Press Release Template

## **Coast to Coast, Communities Put a Spotlight on the Seriousness of Eating Disorders**

### **Over 40 Iconic Buildings and Bridges in Dozens of Cities 'Light the Way' During 38th Annual Eating Disorders Awareness Week, Feb 24 - March 2, 2025**

NEW YORK CITY – [DATE] – For Immediate Release – From the famed Empire State Building in the east to the iconic US Bank Tower in the west, more than 40 iconic landmarks in dozens of cities and over 40 states will light up in the signature blue and green colors of the [National Eating Disorders Association \(NEDA\)](#) to put a spotlight on the seriousness of eating disorders.

In the community of [Atlanta, Georgia], the [King and Queens Building] will be participating by illuminating each building in blue/green on the night(s) of [date].

The coast-to-coast effort will unite dozens of U.S. cities in observation of the 38th annual Eating Disorders Awareness Week (#EDAW), Feb 24 - March 2, 2025. During that time, thousands of people come together in communities across the country, hosting events to raise awareness about eating disorders and bring national attention to the severity of eating disorders, which are bio-psycho-social illnesses with often devastating – sometimes life-threatening – consequences.

Eating disorders have the second highest mortality rate of any psychiatric illness, second only to opioid use disorder, and nearly 30 million Americans will experience an eating disorder at some point in their life. While there is hope and recovery is possible, early intervention is key and many people (including doctors) just don't recognize the signs. The earlier a person with an eating disorder seeks treatment, the greater the likelihood of physical and emotional recovery.

### **What's Happening Around the Country During Eating Disorders Awareness Week?**

Individuals can participate in Eating Disorders Awareness Week (EDAW) by attending events, conducting outreach in their communities or by joining in NEDA's planned social media campaign, #EDAW.

# Continued...

## **More About Eating Disorders Awareness Week ...**

EDAW is an annual campaign to bring public attention to the critical needs of people with eating disorders and their families and the focus of this year's campaign is on early detection and intervention. Once again, thousands of people will come together in their communities to bring national attention to the severity of eating disorders, encourage everyone to take the online screening and, if needed, provide information on how to get help. Last year, EDAW reached millions of people through traditional and social media, and thousands being screened online and at regional events.

### **Concerned for Yourself, a Friend or Family Member?**

Free & Anonymous Online Screenings for Eating Disorders at:

<https://www.nationaleatingdisorders.org/screening-tool/>

This free, confidential, online screening consists of a series of questions developed by treatment professionals in the field of eating disorders and determines if someone is at risk for an eating disorder. The availability of such a low-pressure, first step towards recovery is a vital tool. After completing a screening, participants who are at risk receive next step resources such as information about eating disorder treatment providers and free, low cost support options.

## **About the National Eating Disorders Association**

The National Eating Disorders Association (NEDA), is the leading U.S. non-profit organization supporting individuals and families affected by eating disorders. Through its programs and services, NEDA raises awareness, builds communities of support and recovery, funds research and advocates for advancements in the field. Each year NEDA helps millions of people across the country find information and resources through its many outreach programs and online resource center. NEDA envisions a world where no one impacted by an eating disorder feels alone and everyone can easily access information, resources, and quality care.

**For more information, visit <https://www.nationaleatingdisorders.org/>**

# # #

# Posting on Social Media

Below I have put together some sample tweets should you wish to share your photos on twitter. The important hashtag to remember is #EDAW and at least ONE hashtag belonging to the building/structure. If the name of the structure is also listed in their handle/hashtag, use that when mentioning them.

For example, "Thank you to the #35W Bridge in Minnesota for lighting in blue and green for #EDAW! We appreciate your support, this was an honor to witness!"

If posting on Instagram and FB, you can use as much language as you wish and as many hashtags as you prefer - just remember to have #EDAW somewhere in your post. Here are some samples on language (feel free to mix it up!):

- 
- Thank you @CityLittleRock for illuminating the Big Dam Bridge in blue and green for #EDAW #Arkansas
  - Thank you to @flyLAXairport for lighting your pylons in blue and green for #EDAW - this was a beautiful sight to behold!💙💚💙💚
  - It was a pleasure to see the Rundel Library #ROC recognize #EDAW by lighting in blue and green for the whole week! Thank you!
  - We are grateful for @USBankTower participating in #EDAW by illuminating the entire week and putting such an important spotlighting on eating disorder awareness. @DTLA
  - We are honored to have the iconic Zakim Memorial Bridge illuminate for #EDAW Week & help us shine a light on eating disorders! #Boston #zakimbridge #zakim Thank you!
  - We thank the @CityOfLasVegas for joining us for #EDAW Week by illuminating Las Vegas City Hall in blue for the week. Your support helps us shine a light on eating disorders!
  - It was an honor to see the magnificent Empire State Building #ESB illuminating in blue and green for #EDAW Week! #NYC

# Tips for Night of the Lighting

## **Always tell someone where you are traveling to, who you will be meeting, etc.**

- If you would like to attend a lighting and take pictures please sign up to be a volunteer photographer [here](#).
- If you are successful in attending a lighting and taking pictures, please send us the following:
  - Unfiltered picture and any filtered pics.
  - Bring friends and make it a night out! If you are comfortable in doing so, feel free to take pictures of yourselves in front of the lighting to post!
- Inclement weather might disrupt a lighting in your state:
  - Lights are subject to change or be cancelled with little to no notice to NEDA.
- Lights on bridges are the most prone to be damaged in inclement weather; please keep that in mind if you will be attending a bridge lighting.
- Please email your pictures to me at [mschlapp@nationaleatingdisorders.org](mailto:mschlapp@nationaleatingdisorders.org) OR you may text them to me at (201) 305-3669.
  - Due to overwhelming responses, I may not be able to respond to you right away, but I will do my best.
- Don't rush to post the same night you take the picture; take your time!
- If you do not have social media, or would rather not post, please pass on the pictures to ua and we will be sure to post for you.
- Be sure to follow NEDA on social media and tag us on all our accounts using the hashtag – #EDAW:
  - IG: [@neda](#); TikTok: [@neda](#); Facebook: [NationalEatingDisordersAssociation](#); LinkedIn: [national-eating-disorders-association](#)
- No matter what social media platform you use, or how you word your message, please be sure to use #EDAW in your post!
- When you submit your pictures, we would appreciate a short quote we may use on our blog: an honest quote about what you experienced and what the lighting made you feel.

These tips will be helpful for your volunteer efforts during the night(s) of the lighting you helped secure or signed up for. I want to stress to please be safe during your outings; unfortunately, we may be battling weather elements during awareness week. Weather conditions may prohibit volunteers to capture a clear photo. Do your best and be safe!

If you have any questions, please email us. Again, please be safe, and have fun! I look forward to hearing from you all.

Regards,  
Mollie and Shivani - Mission Team