**[ENTER ORGANISATION LOGO IN HEADER IF APPLICABLE]**

**MEDIA RELEASE**

**[ENTER DATE]**

**Rare Disease Day (28 February 2023): Landmarks in [ENTER LOCATION] illuminate to support locals living with a rare disease**

Landmarks in **[ENTER LOCATION]** and around Australiawill illuminate in support of the resilient locals living with a rare disease to mark Rare Disease Day (28 February 2023) as part of the Global Chain of Lights, a key Rare Disease Day initiative.

[Rare Disease Day](https://rarediseaseday.org/) is a global movement focused on advancing equity in healthcare, social opportunity and access to effective diagnosis and treatment for the 300 million people worldwide—including an estimated two million Australians—living with a rare disease. Locally, Rare Disease Day is an opportunity to raise awareness and inform policymakers about the issues faced by the Australian rare disease community, in an effort to achieve meaningful change.

“Rare Disease Day is celebrated annually on the last day of February. Landmarks illuminating in **[ENTER LOCATION]** help to raise awareness about rare diseases and support locals living with a rare disease. Every person’s experience of living with a rare disease is unique.

“A disease is rare if it affects fewer than five in 10,000 people. It is prominently cited that there are more than 7,000 different rare diseases. However, people living with a rare disease are so much more than statistics,” said **[ENTER NAME/TITLE OR ORGANISATION REPRESENTATIVE]**.  
  
**[ENTER QUOTE FROM A LOCAL/S LIVING WITH A RARE DISEASE]**  
  
The following landmarks will be illuminated in **[ENTER LOCATION]**:

**[ENTER LANDMARKS]**

Australians are also encouraged to join in at home and at work by illuminating their house or workplace using the Rare Disease Day colours (blue, pink, green and purple).

In February 2020, the Australian Government launched the [National Strategic Action Plan for Rare Diseases](https://www.health.gov.au/resources/publications/national-strategic-action-plan-for-rare-diseases) (the Action Plan) after an extensive multi-stakeholder consultation process, led by Rare Voices Australia (RVA). RVA is the national peak body for Australians living with a rare disease. The Action Plan is the first nationally coordinated effort to address rare diseases in Australia. Its collaborative implementation is being led by RVA and is well underway.

—ENDS—

To interview **[ENTER NAME/S]**, please contact **[ENTER NAME]** on **[ENTER PHONE NUMBER]** or via email: **[ENTER EMAIL ADDRESS]**.

For more information about Rare Disease Day, see the official website: [www.rarediseaseday.org](https://www.rarediseaseday.org/)

Official Rare Disease Day hashtags: #RareDiseaseDay #ShareYourColours #LightUpForRare

See RVA’s website for more information about rare diseases: [www.rarevoices.org.au/what-is-a-rare-disease/](https://rarevoices.org.au/what-is-a-rare-disease/)

**About [ENTER ORGANISATION]**

**[BRIEF PARAGRAPH]**

**About Rare Voices Australia**

[Rare Voices Australia](https://rarevoices.org.au) (RVA) is the national peak body for Australians living with a rare disease. With over 100 RVA Partners (rare disease groups), RVA provides a strong, unified voice to advocate for policy as well as health, disability and other systems that work for people living with a rare disease. RVA can provide expert commentary on broader systemic policy development and change and rare diseases.