Date

Address

Asset Manager

Dear x

**Request to Illuminate [Landmark/Asset Name] for World Sepsis Day – 13 September**

Dear [Council/Asset Owner],

I am writing as a [sepsis survivor / family member / carer / someone who has lost a loved one to sepsis] and as a resident of [name of town or community where the asset is located].

Each year, approximately 55,000 Australians are diagnosed with sepsis. Devastatingly, around 8,700 people lose their lives — more than from prostate cancer, breast cancer, or road trauma. Many survivors live with lasting physical, cognitive, or psychological impacts. Yet, sepsis is preventable and treatable — if recognised and treated early.

It is estimated 80% of sepsis cases arise in the community and the real tragedy is that 50% of those could be prevented with greater awareness and seeking medical help quickly to prevent long term disability and for many sufferers death. Sepsis can happen to anyone with any infection at any time, and raising awareness in our community on World Sepsis Day will save lives.

It’s highly likely that others in our own community have been affected by sepsis — and many more may be, unless greater awareness and action are taken.

World Sepsis Day (WSD), observed globally on 13 September, shines a spotlight on this life-threatening condition. Sepsis occurs when the body’s response to infection causes widespread tissue and organ damage, potentially leading to disability or death.

To mark this important day, I respectfully request the support of [Council/Asset Owner] in illuminating [insert landmark or asset name – e.g., City Hall, the Bridge, town square, or local monument] in magenta — the official colour of World Sepsis Day. This symbolic act would help raise vital awareness of a condition that can affect anyone, at any time, from any infection.

Lighting community landmarks is a powerful way to spark public dialogue, improve symptom recognition, and ultimately help save lives. This initiative also aligns with the World Health Organization’s 2017 declaration of sepsis as a global health priority, urging all countries to take decisive action.

I make this request not only as a member of the local community, but also as a participant in the Sepsis Australia Consumer Partner and Advocacy Program. Sepsis Australia is a program within The George Institute for Global Health — a registered charity and not-for-profit organisation dedicated to improving health outcomes across Australia.

We would be grateful for your support in this important awareness campaign. Should you require further information or wish to discuss the request, please don’t hesitate to contact [Contact Name and Contact Details].

Thank you for your time and consideration. I look forward to your response.

Warm regards,  
[Your Name]  
[Optional: Member, Sepsis Australia Consumer Partner and Advocacy Program]  
[Contact Information]