

To whom it may concern,

I am part of the Duchenne muscular dystrophy community, and a proud ambassador of Jesse's Journey - Canada's leading registered charity in the fight to defeat Duchenne. I am writing you today to ask for your support in raising awareness of Duchenne on World Duchenne Awareness Day - September 7.

Every year, patient organizations worldwide illuminate landmarks in red to commemorate World Duchenne Awareness Day. From the Colosseum in Italy to the Sagrada Família in Spain and the Niagara Falls here in Canada. Our goal is to light up as many monuments as possible, shining bright to show solidarity with the Duchenne muscular dystrophy community in Canada and around the world.

We ask that your organization illuminate your monument/location in red on Tuesday, September 7, 2021. If you are willing to participate in this initiative or have any questions, don't hesitate to contact:

Shelby Weaver
Coordinator, Administration and Donor Relations
Jesse's Journey
shelby@jessesjourney.com | 519-645-8855

Thank you for your support!

About Duchenne muscular dystrophy

Duchenne muscular dystrophy is a rare fatal genetic disorder. Affecting approximately 1 in every 5,000 boys in Canada, Duchenne gradually weakens the body's muscles and ultimately leads to the deterioration of vital organs, such as the heart and lungs.

About Jesse's Journey

Jesse's Journey is Canada's leading charity in the fight to defeat Duchenne muscular dystrophy – the most common fatal genetic disease diagnosed in childhood. For the past 25 years, Jesse's Journey has empowered patients, families, and caregivers living with Duchenne through education and resources, provided a collective voice to advocate for access to treatments in Canada, and has become the country's largest funder of Duchenne research investing more than \$14.8M in projects around the world. Learn more at www.jessesjourney.com.

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