Sample Letter to Request Brain Awareness Week Proclamation

Dear [Mayor/Governor/Etc.]______________:

On behalf of [organization name], I am writing to request that March 11-17, 2013 be proclaimed as Brain Awareness Week in the [city/state/etc.] of ______________.

Brain Awareness Week (BAW) is the global campaign to increase public awareness of the progress and benefits of brain research. Founded by the Dana Alliance for Brain Initiatives in 1996, BAW unites the efforts of universities, hospitals, patient groups, government agencies, service organizations, professional associations, and schools from around the world in a week-long celebration of the brain. During BAW, campaign partners organize creative and innovative activities in their communities to educate and excite people of all ages about the brain and brain research.

Partners bring to the campaign their own unique perspectives and messages about the brain: an interest in a specific disease or disorder; a concern for early childhood development; an interest in successful aging; a commitment to maximizing human potential; or a concern for the future of medical research funding. BAW offers its partners an opportunity to focus attention on these specific messages within the broader context of the brain and brain research. This collaborative effort gives each of us a means to focus national and international attention on our common interests in a way that our individual activities seldom can.

[Organization Name] is participating in this year’s Brain Awareness Week by (briefly describe your program here.)

In recognition of the importance of brain research in the lives of our citizens, we ask that the [city/state/etc.] of _______ issue a proclamation for Brain Awareness Week, March 11–17, 2013. We would be particularly honored to have you present this proclamation at (describe the event at which you would like the proclamation read.)

Background material about the proposed program as well as sample language that might be helpful in drafting a proclamation is attached. We look forward to working with your office on this important endeavor and in representing our [city/state/etc.] in this major international campaign.

Thank you for your consideration.