



To whom it may concern:

We are writing to request that the municipal landmark _____ in the community of _____ be lit in purple to celebrate National Dental Hygienists Week™ as part of the Canadian Dental Hygienists Association’s national “Put Your Purple On!” campaign.

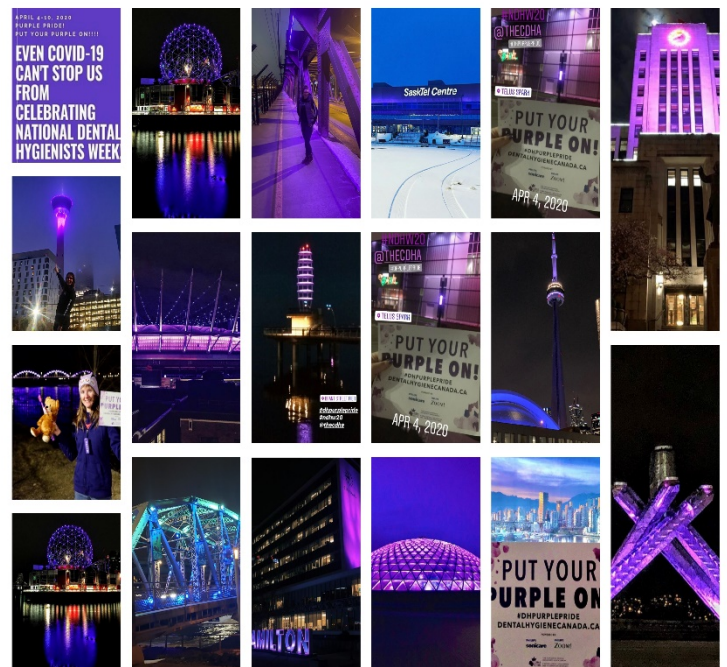
National Dental Hygienists Week™ (NDHW™) is celebrated annually April 4-10, highlighting the importance of maintaining good oral health practices while helping Canadians to understand the vital role that dental hygienists play in the health care system. Our theme "Oral Health for Total Health," reminds us that taking care of our mouth, teeth, and gums positively impacts other aspects of our lives.

Why purple? The colour purple is associated with dental hygiene, and has been the official colour of dental professionals since 1897 when lilac was first chosen for the emblem of the National Association of Dental Faculties. Purple has long been the trim colour for dental hygiene graduates' caps and gowns and is said to signify compassion, purpose, and inspiration.

Last year, there were 22 Canadian landmarks scheduled to be lit in purple. Over the past several years, lightings have included: BC Place Stadium, Science World/TELUS World of Science Vancouver, Vancouver Olympic Cauldron & district markers, Calgary Tower, Edmonton High-Level Bridge, SaskTel Centre, Niagara Falls, 3D Toronto sign Nathan Philips Square, CN Tower, Halifax Convention Centre, St. John’s Convention Centre, Confederation Building (St. John's), and Government House (St. John's).

We’d like to give every community in Canada, and globally, the opportunity to share in our celebrations. Please let us know if you are interested in joining our “Put Your Purple On!” campaign this April. You may contact me at _____.

CDHA is the collective national voice of more than 30,219 dental hygienists in Canada, directly representing 20,000 individual members, including students. Since 1963, CDHA has worked to advance the profession and promote the importance of oral health. Dental hygiene is the sixth largest registered health profession in Canada with professionals working in a variety of settings, including independent dental hygiene practice, with people of all ages, addressing issues related to oral health. For more information on oral health, visit www.dentalhygienecanada.ca.



Regards,

