

Sample Letter to Request a Brain Awareness Week Proclamation

Dear [Mayor/Governor/Etc.]_____:

On behalf of [organization name], I am writing to request that March 16-22, 2020 be proclaimed as Brain Awareness Week in the [city/state/etc.] of _____.

Brain Awareness Week is the global campaign to foster public enthusiasm and support for brain science. Every March, partners host imaginative activities in their communities that share the wonders of the brain and the impact brain science has on our everyday lives. Partners include colleges and universities, hospitals, medical/research institutions, K-12 schools, outreach organizations, professional associations, government agencies, corporations, and more.

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; a focus on successful aging; or a concern for the future of medical research funding. As a collaborative effort, Brain Awareness Week offers its partners the opportunity to focus national and international attention on these specific messages within the broader context of our shared interest in brain science.

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

In recognition of the importance of brain science in the lives of our citizens, we ask that the [city/state/etc.] of _____ issue a proclamation for Brain Awareness Week, March 16-22, 2020. 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 endeavor and in representing our [city/state/etc.] in this important global campaign.

Thank you for your consideration.