



PRESS RELEASE

FOR: IMMEDIATE RELEASE

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City Hall will “Light It Up Blue” for Autism Awareness

ASHEBORO, NC – Asheboro City Hall will be illuminated blue on Wednesday, April 2 and throughout the remainder of the week for “Light It Up Blue,” an annual awareness initiative for Autism Speaks in commemoration of the United Nations-sanctioned World Autism Day. The community is encouraged to view the building that will be illuminated with blue flood lights and to shine a blue light at their businesses or homes in order to create awareness for Autism Speaks.

"This is the third year City Hall has participated in ‘Light It Up Blue" said Asheboro Mayor, David Smith. “We want to help raise awareness any way we can for autism. By lighting the City Hall building blue, we are showing our support autism in a way that tends to catch the eye. Hopefully we’ll be one of many organizations throughout town who will be participating in this worthy event,” he added.

Individuals and other organizations can participate in the event in a variety of ways. The community is encouraged to show their support by wearing blue clothing or blue ribbons. You can even get really creative and sport blue hair, nails or face paint. Organizations can also show their support by lighting the interior or exterior of their buildings blue, displaying blue ribbons or balloons outside as well.

Light It Up Blue is a unique global initiative that kicks-off Autism Awareness Month and helps raise awareness about autism. On April 2, Autism Speaks celebrates Light It Up Blue along with the international autism community in honor of World Autism Awareness Day. In honor of this historic day, many iconic landmarks, hotels, sporting venues, concert halls, museums, bridges and retail stores are among hundreds of thousands of homes and communities that take part in Light It Up Blue.

World Autism Awareness Day was adopted by the United Nations in 2007 to shine a bright light on autism as a growing global health crisis. The activities taking place on World Autism Awareness Day help to increase and develop world knowledge of the autism crisis and impart information regarding the importance of early diagnosis and early intervention. Autism is one of only three health issues to be recognized by the United Nations with its own day.

Autism Speaks is the world's leading autism science and advocacy organization. It is dedicated to funding research into the causes, prevention, treatments and a cure for autism; increasing awareness of autism spectrum disorders; and advocating for the needs of individuals with autism and their families. Since its inception, Autism Speaks has committed \$200 million to researching and developing innovative resources for families. For more information about Autism Speaks, please log on to their website at www.autismspeaks.org.

If you have any questions about the City of Asheboro's participation with Light It Up Blue, please call Leigh Anna Johnson at (336) 626-1201, x218.

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(Reporters/Editors: Please call Leigh Anna Johnson at (336) 626-1201, x218 for questions.)