



Shine A Light on Neurofibromatosis returns for 2021

London- February 01. 2021

Nerve Tumours UK announces Shine a Light Campaign for World Neurofibromatosis Awareness Day.

May 17 is World NF Awareness Day. Iconic buildings and landmarks around the world will show their solidarity with those affected by supporting the 'Shine a Light on Neurofibromatosis' campaign and lighting up in blue on the day. In 2020 more than 172 buildings and landmarks took part across the globe. Many of these were in Europe, and every part of the UK was represented with 83 in total. We were so proud of the response even though the Covid19 pandemic led to fewer participants in comparison to 2019, due to regulations and governmental restrictions that were out of our control.

Neurofibromatosis, the umbrella term for a group of genetic conditions (NF1, NF2, and Schwannomatosis) translates to mean "Nerve Tumour Increase". "It is important to raise awareness of this condition to all sectors of the community but especially amongst the medical profession and decision makers, as it will be those people who help us reach our goals of providing first class support to those who need our services. Whilst the world is changing, we must make sure that the voice of the Neurofibromatosis community is continuously heard," says Karen Cockburn, Charity Director of Nerve Tumours UK.

The campaign has now been running for several years, started by American charity Children's Tumor Foundation, and Nerve Tumours UK has been very happy to participate for the past six years.

"Increased recognition of Neurofibromatosis, is critical to driving the life-saving research that will benefit Neurofibromatosis patients and their families," said Simon Vukelj, Chief Marketing Officer of the Children's Tumor Foundation. "The campaign will be open to all and be creative and engaging and draw lots of attention, but for Neurofibromatosis patients, their friends, and their families, it's also a chance to unite their voices and declare that Neurofibromatosis is a serious condition that deserves everyone's attention, and that Neurofibromatosis patients deserve a cure."

We are asking iconic landmarks, buildings and homes to light up in blue for Neurofibromatosis patients worldwide and specifically for the 26,500 people that are affected by NF in the UK. They should be recognised and their life should not be in lockdown. An understanding of the condition, acknowledgement and a better future in a changing world is at the forefront for those affected. We will be providing Social Media Toolkits to all willing organisations to showcase why they are lighting up, along with case studies, donation links and many other ways in which to support patients with Neurofibromatosis on the upcoming awareness day.

Due to the current Covid 19 pandemic, please follow governmental guidelines. We fully understand that some of you who wish to take part now, may find their plans changed and so are not able to do so, or may not be able to send us photos on the day. Therefore, if you have a live video camera on the building please send us the link or any other form of possible coverage. We very much appreciate your commitment and your support, and would appreciate you letting us know what is possible this year.

Press Contact

Markus Bell, Operations & Marketing Manager

Email: Markus@nervetumours.org.uk T: 020 8439 1234

T: 020 8439 1234 E: info@nervetumours.org.uk W: <https://nervetumours.org.uk/getinvolved/shine-a-light-on-nerve-tumours>

Facebook.com/NerveTumoursUK Twitter: @NervetumoursUK Instagram: @nervetumoursuk



About Neurofibromatosis

Neurofibromatosis is one of the world's most common neuro-genetic conditions and the most common neurological disorder caused by a single gene mutation. The condition causes tumours to form on nerve endings, which can be very disfiguring and painful, and can interfere with crucial neurological pathways. These tumours are usually inoperable and can sometimes be fatal.

Neurofibromatosis affects more than 26,500 individuals in the UK alone, making it more common than Duchenne muscular dystrophy, cystic fibrosis and Huntington's disease combined.

About Nerve Tumours UK

Charity reg: 1078790 and SC045051

The Neurofibromatosis Association, trading as Nerve Tumours UK, is the UK's national charity, and the authoritative voice dedicated to improving the lives of those affected by Neurofibromatosis. The charity funds a network of Neurofibromatosis Specialist Nurses & Advisors, who offer support, both medical & non-medical, to those with the condition and their wider support network.

Nerve Tumours UK was established in 1981 by families with a diagnosis of Neurofibromatosis to help others. It became a registered charity in 1982, and a limited company in 2000. In November 2018 it changed its trading name to Nerve Tumours UK.
