April 17, 2020 is the 30th Anniversary of World Hemophilia Day.

The longevity of this celebration is proof of the dedication and tight-knit nature of our community. The theme of World Hemophilia Day in 2020 is “Get+involved”. It’s a call to action for everyone to help drive the WFH vision of “Treatment for all” at the community and global level. Everyone can play a part—from patients, family members, and caregivers, to corporate partners, Hemophilia Treatment Centre (HTC) volunteers and those who support their national member organization (NMO). We want to encourage everyone to “Get+involved” and help increase the awareness of inherited bleeding disorders and the need to make access to adequate care possible everywhere in the world. Engage with local media, or get involved in regional activities on this special day. If you’re showing support, you’re playing a part in the goal of Treatment for All.

Social Media

Get social by using the hashtags #WorldHemophiliaDay, #WHD2020, and #LightItUpRed and let us know how you will be marking World Hemophilia Day! Follow our 2020 social media campaign as we relate this year’s theme to the many facets of WFH programs and initiatives.
Join us once again in showing your support to the global bleeding disorders community by taking part in the World Hemophilia Day Light it Up Red! campaign. Last year, thousands of people worldwide united to show their support by lighting up over 70 major landmarks in cities across the world. We invite you to take a part in this initiative by encouraging a local landmark (big or small) to light it up red. Post photos and engage with the bleeding disorders community on our social media pages and share what World Hemophilia Day means to you!

HOW YOU CAN GET INVOLVED

WRITE your personal story on worldhemophiliaday.org and share your experience with the broader community

SHARE Light it up Red pictures of monuments by email (elaincy@wfh.org) or on social media using #WorldHemophiliaDay, #WHD2020, and #LightItUpRed

TELL the world how you’re getting involved on April 17 on the WFH social media pages using #WorldHemophiliaDay, #WHD2020, and #LightItUpRed

DOWNLOAD resources to help build your World Hemophilia Day Campaign and to learn more about the day from the WFH World Hemophilia Day webpage

VOLUNTEER at your NMO or local HTC to help them make a difference

ENGAGE local media to let them know how your community is marking the big day

ORGANIZE your own event—like a walk or a celebration—to mark World Hemophilia Day

SUPPORT our work and the global community by making a donation and spreading the word about our new WHD fundraising campaign, launching in Spring 2020. Until then, you can learn more about how your contributions make an impact by signing up for the Global Community Newsletter at wfh.org/connect

EMAIL content, comments or questions to Erika Laincy, WFH Marketing & Communications Manager at elaincy@wfh.org