

Light It Up! For NDEAM™

Celebrated on the 3rd Thursday of every October

Welcome to another exciting Light It Up! For NDEAM™ event

This document will provide you with all the information you need to understand what Light It Up! For NDEAM™ is about, where it came from, and how you can get involved.

2025 Highlights!

Record participation!
Over **900 locations**
in **150 communities**,
including **55 federal buildings**.

Share on Social

#LightItUpForNDEAM
#LightItUpForDEAM
#EngageTalent

Questions?

lightitup@odenetwork.com

What is Light It Up! for NDEAM™?

Light It Up! For NDEAM™ is Canada's only coast-to-coast event during **National Disability Employment Awareness Month (NDEAM)**. On the 3rd Thursday of October, landmarks, buildings, and workplaces across the country are **lit purple and blue** to spotlight the importance of disability inclusion in employment and business.

Light It Up! For NDEAM™ has grown from a local Ontario initiative to a **national movement** led by the Ontario Disability Employment Network (ODEN), in collaboration with:

- » The Canadian Association for Supported Employment (CASE)
- » MentorAbility Canada
- » Jobs Ability Canada
- » Employment Service Providers, local organizations, businesses, and governments across Canada

NDEAM itself is a month-long celebration each October that highlights the many ways people who have a disability contribute to businesses and communities.

First proclaimed in Canada by Manitoba in 2010, NDEAM is also recognized by Alberta, Saskatchewan, Ontario, New Brunswick, and the Federal Government. (In British Columbia, September is Disability Employment Awareness Month, however, many communities participate in Light It Up! For NDEAM™ in October.

Continuing the Momentum

This October, Light It Up! For NDEAM™ will once again shine coast-to-coast! And it is only possible because of **your collaboration** with communities, businesses, and organizations nationwide.

Participating is simple. The **PR Kit** (available in English and French) includes everything you need to request lighting at local landmarks and promote the event.



Key Timelines

June – September

- Submit lighting requests early and engage local businesses, municipalities, and politicians to get involved.
 - » If lighting isn't possible, encourage wearing purple and blue to show support.
- Share updates on confirmed locations and provide hashtags so participants can showcase their involvement on social media.

Beginning of September

- **Final push:** Make sure all your lighting requests are submitted by **one month before** Light It Up! For NDEAM™. Many landmarks/structures/municipalities require special lighting requests to be submitted at least four weeks in advance of the event date.
- Begin promoting Light It Up! For NDEAM™ using the provided templates or your own.

Mid-September – Mid October

- Continue sharing and promoting on social media.
- Let local politicians and media outlets know your community is participating.
- One week before, the national Light It Up! for NDEAM™ press release will launch the official PR campaign, running until the night of Light It Up for NDEAM!™
 - » Send out your local press release (template provided) and identify spokespeople who can speak to the media about your organization and community participation.

3rd Thursday of October – Event Night

- Participate starting at dusk
 - » Take photos of your participating structures, locations, and people and promote on social media using the campaign hashtags
 - » We will be collecting and re-sharing from across the country all night long!
 - » Wear purple and blue while you participate in Light It Up! For NDEAM™
- Have a safe, fun and nationally connected night!

