



To Whom it May Concern

Subject: Light it Red for Dyslexia - 2023

From the 1st to 31st October 2023 and for the 9th year, Code REaD Dyslexia Network together with our major sponsor Budget Direct brings you the '**Light it Red for Dyslexia**' campaign. Code REaD Dyslexia Network is a NFP charity whose vision is to help create a world where people impacted by dyslexia are acknowledged through early identification, understanding and inclusion; supported with evidence-based teaching, access to assistive technology and accommodations; and empowered with access to opportunity.

Light it Red for Dyslexia started as a volunteer initiative in October 2015 during Dyslexia Awareness Month and promotes the lighting of significant monuments and landmarks across Australia red for Dyslexia Awareness. Approximately 10% of Australians are Dyslexic (which is on a continuum from mild to severe) and Code REaD Dyslexia Network created the Light it Red for Dyslexia Campaign as an opportunity to help raise awareness for those who struggle to read, write and spell on a daily basis.

Why Red - Ask any dyslexic about their school experience and they will tell you about the gut wrenching fear of receiving back their school work covered in red crosses and comments. When Light it Red started in 2015, it was about taking back the power of that colour to raise awareness. The colour influenced our name Code Read (pronounced RED) Dyslexia Network. Red is disruptive and cannot be ignored but it also highlights the urgency of the situation. In effect we wanted to say that it is time to stop sweeping this important issue under the carpet and take action.

If you are able to join the '**Light it Red for Dyslexia**' campaign in 2023 please use any of the information in this email or from the Code REaD Dyslexia Network website to promote your light up on your socials. Code REaD will most certainly reciprocate. Key # for the campaign include:

- #LIR2023
- #CodeREaD
- #DyslexiaAwarenessMonth

Please visit <https://codereadnetwork.org/get-involved/lir2023/> to learn more about the Light it Red for the Dyslexia campaign and why it is so important.

Please email Code REaD Dyslexia Network info@codereadnetwork.org if you have any questions about the campaign.

Kind Regards,

Code REaD Dyslexia Network

***'Light it Red for Dyslexia' is administered by Code Read Dyslexia Network Australia Ltd and is registered as a charity with the Australian Charities and Not-for-profits Commission
ABN 69 621 888 122***