



## Let's Connect



## About

### The Campaign

Light it Red for Dyslexia Awareness is a volunteer initiative by Code REaD Dyslexia Network, a national registered charity, to light significant monuments, buildings and landmarks across Australia in RED for Dyslexia Awareness.

### Why all 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.



**OUR VISION IS  
FOR ALL PEOPLE  
WITH DYSLEXIA  
TO BE  
UNDERSTOOD,  
ACKNOWLEDGED,  
EMPOWERED AND  
TO HAVE EQUAL  
ACCESS TO  
OPPORTUNITY.**

# JOIN OUR CAMPAIGN

We're asking for your help to light up Australia RED in October 2025, here's how you can get involved:

💡 Arrange to light up your building, monument or landmark Red during the month of October. Once you know it is going RED register with us using the button below.

💡 If you know someone who can help light a building red, download our template letter you can approach them with.

💡 Use our downloadables on your digital channels - or you can print them and display them at your work and in your community.

💡 Take photo's of places in your area that have lit up RED for Light it RED and share on social media with the hashtag #LIR2025

💡 Use your imagination to think of ways you can shine a light on dyslexia during October

💡 Email us for further information.



LIR For  
Dyslexia  
Memory Lane  
over the  
Years. ♥

