Dear Sir or Madam **[or include their name if you have it]:**

My name is **[INSERT YOUR NAME HERE]** and I’m a volunteer for a national nonprofit organization called ECAN, the Esophageal Cancer Action Network.

I’m contacting you because we noticed that the **[LOCATION NAME]** was lighted in special colors for **[INSERT CAUSE HERE]**. We hope to partner with you and **[LOCATION NAME]** to raise that kind of awareness about the link between heartburn and Esophageal Cancer. April is Esophageal Cancer Awareness Month and we would love to see [**LOCATION NAME**] lighted in Periwinkle Blue to help us send a life-saving message.

Esophageal Cancer is the fastest increasing cancer among American men - and one of the deadliest. Fewer than one in five patients diagnosed with Esophageal Cancer will survive five years. That’s because it is often caught at late stages. The type of Esophageal Cancer that is increasing so rapidly is caused by heartburn or acid reflux, and most people don’t discover this until it is too late. But with awareness and early detection, Esophageal Cancer can be prevented.

**[SHARE A SENTENCE OR TWO ABOUT YOUR CONNECTION TO ESOPHAGEAL CANCER.]**

I hope that you and **[LOCATION]** can help us shine that powerful Periwinkle light this April and share a life-saving message in **[CITY or STATE].** You can reach me at **[EMAIL]** or **[PHONE NUMBER]** if you should need more information. I hope to hear from you soon!

Thank you for considering my request!

Best wishes,

**[INSERT YOUR NAME HERE]
[INSERT YOUR CITY OR STATE HERE]**