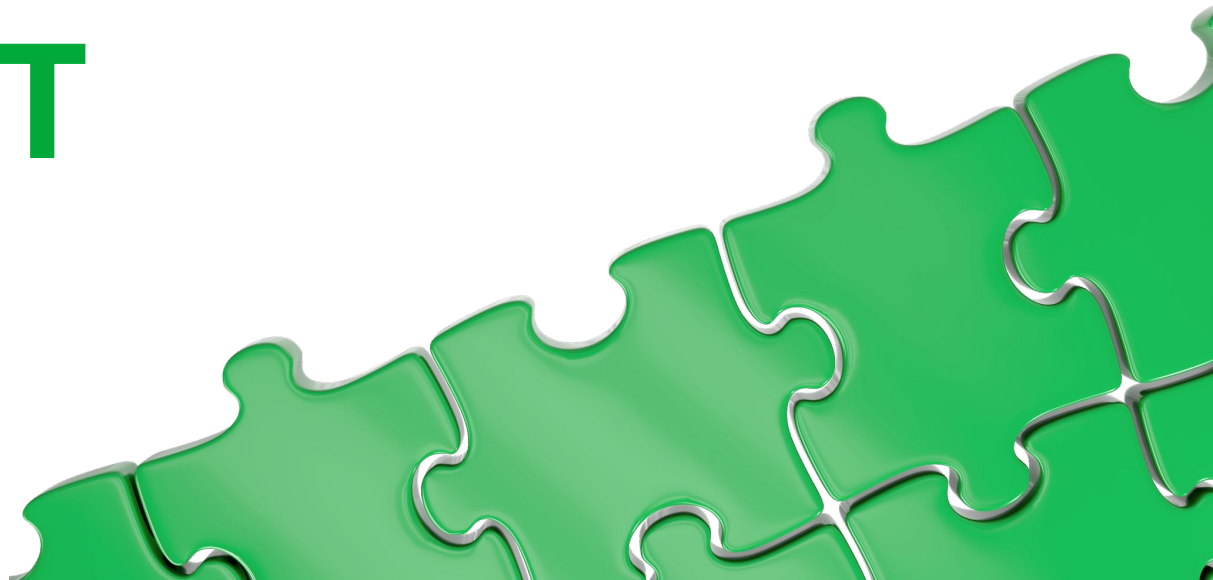




CAMPAIGN TOOLKIT

mitopatients.org/mito-week



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About World Mitochondrial Disease Week

15 - 21 September 2025

World Mitochondrial Disease Week raises awareness about mitochondrial diseases (mito). It aims to improve the lives of people affected by mito and to increase awareness among doctors and the general public.

What are Mitochondrial Diseases?

Most people have never heard of mitochondrial diseases. Once considered rare, it is now thought to affect 1 in 5000 people, making it the second most commonly diagnosed, serious genetic disease after cystic fibrosis. Researchers have discovered links between mitochondrial dysfunction and other conditions including Alzheimer's disease, Parkinson's disease, diabetes, cardiac issues and some cancers.

Scientists believe that by focusing on mitochondrial dysfunction, they may be able to devise effective treatments and potential cures for mito and help the millions of people who suffer from the above-mentioned diseases.

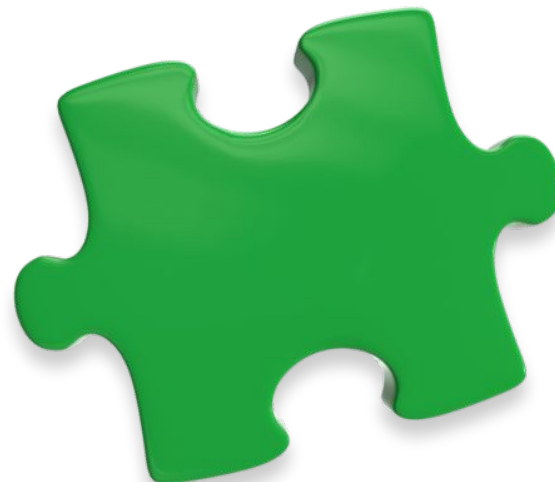




About World Mitochondrial Disease Week

Mark your calendars for the 15 - 21 September 2025 and take part in Mitochondrial Disease Week 2025!

Be creative and share with each other about Mito Week, spread the word amongst your friends, family and others. Post your events using the form on our website and use social media to make your personal Mito Week a success, don't forget to use the official hashtags **#WorldMitoWeek2025** and **#DecodeTheMitoPuzzle** so everyone can see your contribution!



The theme of World Mitochondrial Disease Week 2025 is:

Decode the Mito Puzzle: **Bridging Science and Symptoms**



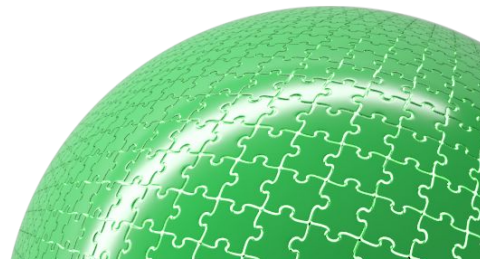
2025 Campaign Theme



Mitochondrial diseases are a complex set of conditions that are often misunderstood. Because symptoms vary widely and are linked to individual genetic changes, each patient presents a unique medical puzzle.

This year's theme **"Decode the Mito Puzzle: Bridging Science and Symptoms"** focuses on connecting scientific understanding with the lived experiences of patients to improve diagnosis, care, and long-term outcomes.

The campaign raises awareness of the vital role genetics plays in mitochondrial diseases, the importance of early detection and testing, and the promise of new research. By translating science into real-world solutions, we can empower families, support clinicians, and bring hope to everyone affected by mitochondrial diseases.



Key Messages



1. The Complexity of Mitochondrial Diseases

- Mitochondrial diseases manifest differently in every patient making it a unique and complex puzzle to solve.
- Common symptoms include muscle weakness, fatigue, vision and hearing loss, heart problems, and developmental delays.

2. Connecting mito to Daily Life

- Mitochondria play a crucial role in energy production; disruptions can lead to a wide range of symptoms affecting the entire body.
- Mito can affect any organ and cause any symptoms at any age.

3. Advancing Science for Better Care

- Breakthroughs in mitochondrial research are paving the way for innovative therapies and early detection.
- Research into genetic testing, mitochondrial replacement therapy, and pharmacological advancements offers hope for future treatments.

Key Messages



4. From Awareness to Action

- Raising awareness about mitochondrial diseases encourages earlier diagnoses, better management, and increased research funding.
- Empowering patients and caregivers with knowledge can lead to improved quality of life and proactive health management.

5. Bridging the Gap Between Science and Symptoms

- Educating the public about the genetic basis of mitochondrial diseases helps demystify its symptoms and challenges.
- Collaboration between researchers, clinicians, and patients is key to translating scientific discoveries into real-world impact.



Key Messages



6. The Role of Early Detection and Genetic Testing

- Early diagnosis through genetic testing can guide treatment decisions and support better care.

7. Hope Through Research

- Ongoing studies into mitochondrial function offer hope for reversing and mitigating disease symptoms.
- By solving the "mito puzzle," researchers can unlock new pathways for a healthier future.



World Mitochondrial Disease Week Dates

Join us in raising awareness and support for those affected by mito during World Mitochondrial Disease Week.



9 September
TK2d Awareness Day



19 September
LHON Awareness Day



20 September
Light up for Mito

Find out more on our website mitopatients.org/mito-week

TK2d Awareness Day

Save the Date for TK2d Awareness Day - Tuesday 9 September

Thymidine kinase 2 deficiency (TK2d) is a debilitating and life-threatening genetic disease that causes progressive and severe muscle weakness. Many patients lose the ability to walk, eat, and breathe independently.

1 in 5,000 people have some form of this genetic mitochondrial disease.
Prevalence of TK2d itself is still being researched.

Join us in raising awareness for TK2d!

Learn more about this condition at mitopatients.org/mito-week



LHON Awareness Day

Mark your calendars for LHON Awareness Day - Friday 19 September!

Leber's Hereditary Optic Neuropathy (LHON) is a rare, inherited condition that causes sudden, painless vision loss often in young adults. It is a type of mitochondrial disease, caused by mutations that impair the function of mitochondria, the tiny powerhouses of our cells.

Because the optic nerve demands high levels of energy and must remain transparent to light, it is especially sensitive to mitochondrial dysfunction. As a result, LHON primarily affects the cells responsible for transmitting visual information from the eye to the brain.

LHON affects approximately 1 in 25,000 to 1 in 50,000 people and occurs more frequently in males.

On September 19, join us in raising awareness about LHON. Together, we can support those affected, drive research forward, and shine a light on this often-overlooked disease.

Learn more at: mitopatients.org/mito-week





On **Saturday 20 September**, monuments, landmarks and buildings will light up in green to raise awareness of mito.

- **Get involved!** Invite a local building or monument to participate. We have a template invitation letter that you can personalise and send. Raise more awareness by personalising our press release and sending it to your local news outlet.
- **Light Up Your Home!** Want to raise awareness with your neighbours? Buy a green light bulb (or use your Smart light) and turn your door or windows into a green awareness raiser! Talk to your local community about why your home has gone mito green!
- **Find your nearest participating site here.**
- **Share your Light Up photos!** Please post photos of your local monument or home with our hashtags #LightUpForMito2025, #DecodeTheMitoPuzzle and #WorldMitoWeek2025. You can also share them with us by email: info@mitopatients.org.

Download the toolkit to read more and get involved!

Download

Get Involved



You can help raise awareness during World Mitochondrial Disease Week by:

- Share our posts on Instagram, Facebook and X (Twitter)
- Use our social media post templates and post on your pages
- Share your story on your own channels and use **#WorldMitoWeek2025**
- Join our Faces of Mito campaign, send your story and a photo to us and we'll share it on our social media pages
- Share the TK2d Awareness Day posts
- Join the LHON Awareness Day webinar
- Organise for a local building to be part of Light Up for Mito
- Light Up Your Home in green
- Use our hashtags **#WorldMitoWeek2025**, **#DecodeTheMitoPuzzle** and **#LightUpForMito**

**Raise awareness this World Mitochondrial Disease Week,
15-21 September!**

Logo

Download



The World Mitochondrial Disease Week logo should be included on all materials related to the week's events. Below are downloadable logo options for use.

The logo is available in multiple color versions. The full-color logo should be the primary choice and must not be altered. If needed for contrast, white or black versions may be used depending on the background.



Logo use

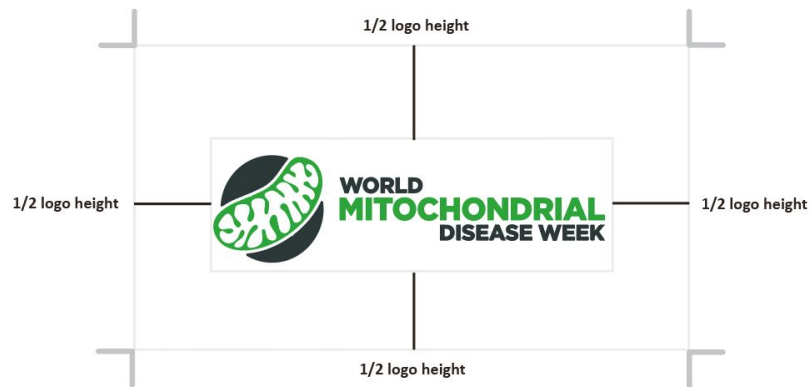
Minimum Size

The minimum relative height of the logo for print should be 20 mm and for screen the minimum size is 50 pixel.



Clear Space

There should be enough space around the logo for it to be easily identified, equivalent to $\frac{1}{2}$ the total height of the logo.



Logo use

Scale and Placement

The logo must always be scaled proportionally and should never be stretched, rotated, or altered. Avoid placing the logo on busy or cluttered backgrounds. Do not rearrange or remove any elements of the logo, and refrain from applying effects such as drop shadows.



Colour Scheme

World Mitochondrial Disease Week uses the following colour pallet:



R: 34 G:49 B:49 #223131



R: 14 G:180 B:53 #0EB435



R: 247 G:241 B:78 #F7F14E



Typography

[Download](#)

WMDW 2025 primary font is:

OPEN SANS NORMAL

OPEN SANS SEMI BOLD

OPEN SANS EXTRA BOLD



Social Media Assets

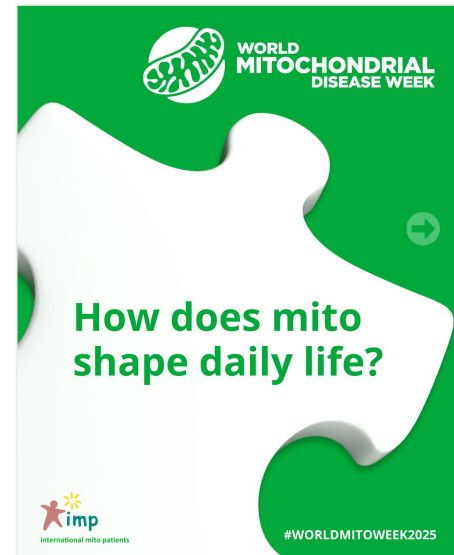
Posts

Download

Edit in Canva
1080 x 1350 px

Edit in Canva
1080 x 1080 px

A library of social media assets is available for use across your channels. It includes posts in two sizes (square 1080x1080 and portrait 1080 x 1350) themed images and key message templates that can be customised with local content, personalised messages, and translated text.



Social Media Assets

Covers

Download

Edit in Canva



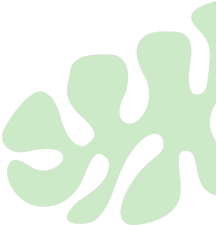
Facebook



X (Twitter)



LinkedIn

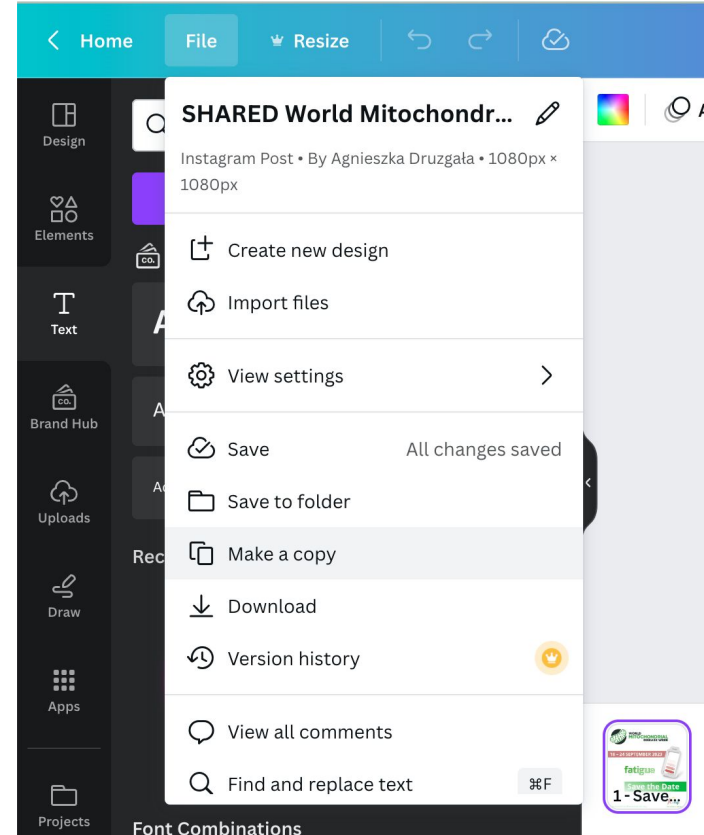


How to edit in Canva

To edit the assets in Canva and ensure that everyone can use posts as their template please duplicate the whole page with all the assets.

This way only you will have access to that copy document and you can freely edit all the assets.



Simply click on 'file' located in the top left menu and then 'make a copy'.



Social Media Content Calendar

Download

A Social Media Content Calendar is available for download. You can use the content without any changes, personalise and edit it, translate it or simply use it as a guide. You can also simply share our posts directly from our channels. There is content for Facebook, Instagram, X (Twitter) and LinkedIn. You can use the content on any other social media platforms.

 Mito Week 2025 Social Media Schedule Last updated 13/06/25									
Scheduled	Type	Date	Animated post	Static Images	Facebook	Instagram	LinkedIn	Twitter	Twitter character
<input type="checkbox"/>	Save the Date	Tue, 16 July	Save the date		<p>Save the Date: World Mitochondrial Disease Week 2025 Monday 15 - Sunday 21 September</p> <p>Join a growing global movement to raise awareness of #MitochondrialDiseases (#mito).</p> <p>Throughout the week, we'll stand with those affected, spotlight the latest science, and push for earlier diagnosis and better care.</p> <p>Let's shine a light on mito, together.</p> <p>Visit www.mitochondrialdiseasesweek.org for updates, resources, and ways to get involved.</p>	<p>Save the Date: World Mitochondrial Disease Week 2025 Monday 15 - Sunday 21 September</p> <p>Join a growing global movement to raise awareness of #MitochondrialDiseases (#mito).</p> <p>Throughout the week, we'll stand with those affected, spotlight the latest science, and push for earlier diagnosis and better care.</p> <p>Let's shine a light on mito, together.</p> <p>Visit www.mitochondrialdiseasesweek.org via the link in our bio for updates, resources, and ways to get involved.</p> <p>#WorldMitoWeek2025 #MitoAwareness</p>	<p>Save the Date: World Mitochondrial Disease Week 2025 Monday 15 - Sunday 21 September</p> <p>Join a growing global movement to raise awareness of #MitochondrialDiseases (#mito).</p> <p>Throughout the week, we'll stand with those affected, spotlight the latest science, and push for earlier diagnosis and better care.</p> <p>Let's shine a light on mito, together.</p> <p>Visit www.mitochondrialdiseasesweek.org for updates, resources, and ways to get involved.</p>	<p>Save the Date: World Mitochondrial Disease Week 2025 Monday 15 - Sunday 21 September</p> <p>Join the global effort to raise awareness, support those affected, and advance research for #MitochondrialDiseases (#mito).</p> <p>www.mitochondrialdiseasesweek.org</p> <p>#WorldMitoWeek2025</p>	254

Members

World Mitochondrial Disease Week 2025 is proudly supported by International Mito Patients (IMP). We stand with our members worldwide in their efforts to raise awareness and increase understanding of mitochondrial disease.

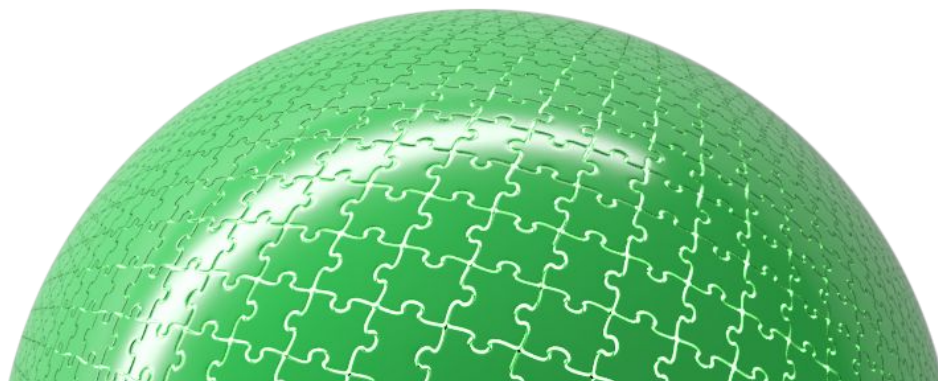




Contact

E-mail:

Please contact us for information: communications@mitopatients.org





THANK YOU

mitopatients.org/mito-week

