

Light Up for Mito



Campaign toolkit

mitopatients.org/light-up-for-mito



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Introduction

World Mitochondrial Disease Week raises awareness about mitochondrial diseases (mito). This year it takes place from Monday 14 - Sunday 19 September. Patient organisations, people who are affected by mito, clinicians, researchers, pharmaceutical companies and others participate in Awareness Week in many different ways.

Light Up for Mito is a global campaign hosted by International Mito Patients (IMP) involving illuminating landmarks in green to raise awareness of mito.

Saturday 19 September!

Be part of Light Up for Mito and ask your local monuments to participate. This beautiful visual spectacle aims to spark conversations, raise awareness, and ignite a sense of solidarity within our communities.

Take action on a personal level: purchase a green light bulb and Light Up Your Home. Encourage your neighbors to do the same. By localising this effort, we can collectively make a significant impact and raise awareness about mito.

This toolkit contains all you need for a successful Light Up for Mito campaign.



Why take part

Joining Light Up for Mito offers a unique opportunity to make a meaningful impact in the fight against mito.

1. **Raising Awareness:** Illuminate landmarks and spaces in green to bring attention to mito.
2. **Sparking Conversations:** Start important discussions about mito within your community, fostering understanding and support.
3. **Showing Solidarity:** Demonstrate solidarity with individuals and families impacted by mito, showing them they are not alone in their journey.
4. **Educating Others:** Use your participation to educate others about mito, helping to increase awareness and support for research.
5. **Making a Difference:** Every green light and shared post contributes to a larger movement, making a tangible difference in the lives of those affected by mito.



Things to think about...



1. **Promotion and Marketing:** Let everyone know about the event, use your website, social media (don't forget to use #LightUpForMito2026), email, newsletters, even your local newspapers, community bulletin boards, and relevant websites to spread the word.

Encourage the monument to promote Light Up for Mito through their channels so that their customers/audience knows why it is lighting up in green. Can they post about it on their social media channels, put an article on their website and in their newsletter or use our poster on their digital display board?

Use the designed promotional materials and templates provided in this toolkit and adjust them to match your details.

2. **Community Engagement:** Engage with your community by reaching out to local organisations, schools, businesses, and neighbours to encourage their participation. Share information about mito and the impact of the event.

Social Media Presence

Actively promote the event on your social media channels. Use Facebook, Instagram, X (Twitter), LinkedIn and Tiktok to share information about Light Up for Mito.

Remember to provide clear and consistent messaging across all communication channels. Regularly monitor and respond to questions, comments, and messages received through social media and other channels to ensure effective engagement with participants and supporters.

Personalise and translate our social media templates.

Encourage people to share photos and videos of illuminated landmarks. Highlight and share this user-generated content on your official social media channels to create a sense of community and authenticity.

If possible use paid advertising to promote your event even further. This will allow you to target people in your area that are not following your pages.



Social Media Posts

Example Post 1

Download

Edit in Canva



Facebook / Instagram / LinkedIn:

What if the world could see mito?

This World Mitochondrial Disease Week j as we light up [building/street] in green at [time] to raise awareness of mitochondrial diseases.

Let's shine a light on mito and show support for everyone affected. Learn more: www.mitopatients.org/mito-week

#WorldMitoWeek2026 #PuttingMitoOnTheMap #LightUpForMito

X (Twitter) - 280 character limit:

Light Up for Mito on 19 September!

This World Mitochondrial Disease Week j as we light up [building/street] in green at [time] to raise awareness of mitochondrial diseases.

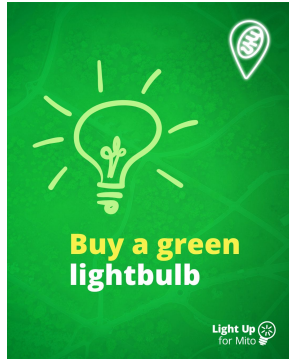
Learn more at www.mitopatients.org/mito-week

#PuttingMitoOnTheMap #LightUpForMito



Social Media Posts

Example Post 2



Download

Edit in Canva

Facebook / Instagram / LinkedIn

This September, let's make mito impossible to miss.

On Saturday 19 September, landmarks, homes, and communities around the world will shine green as part of Light Up for Mito.

You don't need a famous monument to take part.

- Light up your home in green
- Encourage a local building to join
- Share your photos and stories
- Add your location to the Global Mito Map

Every light helps raise awareness and every location helps put mito on the map. Find resources and get involved: www.mitopatients.org/mito-week"

X (Twitter) - 280 character limit:

On Saturday 19 September, landmarks, homes, and communities around the world will shine green as part of Light Up for Mito. You can:

- Light Up Your Home (with a green light bulb!)
 - Share photos using #LightUpForMito
- #WorldMitoWeek2026 #PuttingMitoOnTheMap



Social Media Posts

Example Post 3

Download

Edit in Canva



Facebook / Instagram:

Mark your calendar for 19 September 2026.

As part of Light Up for Mito, [building/street] will shine green at [time] to raise awareness of mitochondrial disease and show support for everyone affected.

Join us by visiting the illumination, sharing your photos using #LightUpForMito, and helping spread awareness in your community. You can also take part by lighting up your home in green and adding your location to the Global Mito Map.

Together, we can make mitochondrial disease more visible around the world.

Learn more: www.mitopatients.org/mito-week

#WorldMitoWeek2026 #PuttingMitoOnTheMap #LightUpForMito

X (Twitter) - 280 character limit:

Mark your calendar for 19 September.

[Building/street] will shine green at [time] as part of #LightUpForMito to raise awareness of mitochondrial disease. Share your photos and help make mito more visible around the world.

Learn more: www.mitopatients.org/mito-week

#WorldMitoWeek2026 #PuttingMitoOnTheMap

Social Media Posts

Example Post 4

Download

Edit in Canva



Facebook / Instagram / LinkedIn:

We are celebrating Light Up for Mito today! Around the world, buildings, landmarks, homes, and communities are lighting up green to raise awareness of mitochondrial disease and show support for everyone affected.

Join us at [building/street] at [time], share your photos using #LightUpForMito, and help spread awareness beyond your local community. If you're taking part, don't forget to add your location to the Global Mito Map and help show the worldwide reach of the mito community.

Together, we can make mitochondrial disease more visible, recognised, and understood.

Learn more: www.mitopatients.org/mito-week

#WorldMitoWeek2026 #PuttingMitoOnTheMap #LightUpForMito

X (Twitter) - 280 character limit:

#LightUpForMito today!

Join us at [building/street] at [time], share your photos using #LightUpForMito, and help spread awareness beyond your local community. If you're taking part, don't forget to add your location to the Global Mito Map and help show the worldwide reach of the mito community.

www.mitopatients.org/mito-week

#WorldMitoWeek2026 #PuttingMitoOnTheMap

Light Up For Mito Logo

Download



The Light Up for Mito logo should be used on all materials associated with its events. The following logo options are available to download and use, that included static and animated version of the logo.

The logo comes with different colour versions. The coloured logo can be replaced with white or black version depending on the background but the colour logo should always be the first choice.



Virtual Light Up for Mito

Download



You do not need to illuminate a landmark or buy a green light bulb to take part in Light Up for Mito.

There are many simple ways to show your support online and help raise awareness of mitochondrial disease from wherever you are. You can:

- Use a Light Up for Mito Zoom/Teams meeting background
- Update your social media profile picture or cover image
- Share campaign posts and graphics on social media
- Wear green during virtual meetings and events
- Encourage colleagues, friends, and family to join in

Every conversation, post, meeting, and shared image helps raise awareness and makes mitochondrial disease more visible. Whether you are at home, at work, or studying, you can be part of Light Up for Mito and help put mito on the map.

Connect with local authorities and press

Contact your local newsletter, online news, radio stations as well as politicians to let them know about the initiative. Remember, your initiative doesn't have to be a large-scale event to make a significant impact. Even small, well-publicised efforts can raise substantial awareness.

Download the email template which includes information about World Mitochondrial Disease Week and Light Up for Mito. You can provide an overview of your event, and include a call to action for the community to participate or learn more.

If possible, include stories from individuals or families affected by mito. Personal stories can make your initiative more relatable and compelling.

A few days before your event, follow up with the press and local authorities to confirm their attendance and provide any additional information they may need.

[Download](#)



Printable Assets: Posters and Leaflets

These posters are available to download and edit in **A4 format in Canva** but can be printed as smaller formats for leaflet distribution for example A5.

Download

Edit in Canva



T-shirt

Download



Resources also include graphic prepared for print on tshirts at your local printer if you decide to do so.



Members

World Mitochondrial Disease Week 2026 is supported by International Mito Patients (IMP). We support the efforts of our members around the world to raise as much awareness as possible!



Contact

E-mail:

Please contact us for information: communications@mitopatients.org



Light Up
for Mito 

THANK YOU



mitopatients.org/light-up-for-mito

