

UNITED NATIONS



NATIONS UNIES

POSTAL ADDRESS - ADRESSE POSTALE: UNITED NATIONS, N.Y. 10017
CABLE ADDRESS - ADRESSE TELEGRAPHIQUE: UNATIONS NEWYORK

23 September 2020

Dear Sir / Madam,

I am delighted to invite you to participate in Turn Europe UN Blue, an emblematic initiative supported by UNRIC to commemorate the 75th anniversary of the founding of the United Nations in 1945.

This initiative is an effort in which many of Europe's most iconic buildings and monuments, bridges, airports, museums, and other landmarks will be lit up blue, the official colour of the United Nations, on the evening of 24 October 2020, the UN Day.

We believe that this initiative, with your participation, will help unite global citizens; promote the universal language of peace, sustainable development and human rights; promote hope in these uncertain times and highlight your support for the aims and ideals of the United Nations.

UNRIC will actively promote the visuals that the participants will send from their buildings lit in blue and that will be seen across Europe on our platforms.

Participation in this campaign is already well underway and a number of iconic landmarks have been secured. We encourage you to join us in Turn Europe UN Blue on 24 October 2020 using green technology whenever possible.

Thank you for your support in this celebration of the United Nations and the peoples of the world whom it serves.

With warm regards

[Signature]
Fabrizio Hochschild

Under-Secretary-General

Special Adviser to the Secretary-General