

## **“Paint Your State” to Support Esophageal Cancer Awareness Month 2021!**

*Your step-by-step instructions follow, along with just about everything you'll need to paint **PERIWINKLE POWER** across your state while raising Life-Saving Awareness along the way!*

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### **[LOCATE YOUR STATE GOVERNOR TO REQUEST A PROCLAMATION >> Read/Download](#)**

**Locate your representative from the link above to request a Proclamation that April 2021 is Esophageal Cancer Awareness Month.** Most states provide a dedicated web portal to submit request; where only an email address is provided, we have created a [Sample Proclamation Request](#) to assist you. Please download, personalize as you see fit, and attach as required.

### **[2021 PROCLAMATION LANGUAGE >> Read/Download](#)**

Whether ending an email request or uploading a written request to your state website, every submission should include the appropriate [2021 Proclamation Language](#) (also known as **Whereas**). Please download, personalize as you see fit, and attach as required.

### **[ESOPHAGEAL CANCER FAQs >> Read/Download](#)**

Some states require additional information such as statistics about the disease (see [Esophageal Cancer FAQs](#)) or about the Esophageal Cancer Action Network (see [Esophageal Cancer Action Network](#)). Some states also require [Esophageal Cancer Citations](#) to provide evidence that the statements made in the proposed Proclamation are accurate. Please download, personalize, and submit each, as appropriate by state. For States that only provide an email address, we recommend submitting information from all three aforementioned links.

## TIMING

You will note that we've indicated the timing required by some of the states listed below. If no timing is noted, your state may not have a timing requirement. Since most states with web portals ask you to provide the date by which you need your proclamation, we recommend that you count forward from the date you are submitting your request, adding the amount of time the state requires to process your request. So if you are sending your request on March 15, and your state requires 30 days lead time, ask for your proclamation by April 15. If your request is sooner than required, your request may be rejected. Don't worry if the Proclamation comes later in the month; a Proclamation made on April 29 raises just as much awareness as one made on March 29.

## SIGNING CEREMONIES

To formalize the Proclamation, some states allow a signing ceremony. If you have an opportunity to attend such a ceremony, they're a great opportunity to gain additional media coverage. Remember that you can request a signing ceremony, even if your state does not provide specific instructions for your request. Remember, even if you're unable to arrange a signing ceremony, we will help you gain media coverage for your Proclamation!

## KEEP US POSTED!

Once you submit your request, please send us an email with your State's details at [ECAM2021@ecan.org](mailto:ECAM2021@ecan.org) so we can **paint your state ECAN Green to indicate that your state is in play!** Once you are notified that the Proclamation has been or will be issued, please email us again at [ECAM2021@ecan.org](mailto:ECAM2021@ecan.org) so we can **paint your state ECAN Periwinkle to indicate that your state has honored your Proclamation!**

[POST YOUR STATUS ON OUR INTERACTIVE MAP >> View & Share](#)

*Follow these simple steps to share your journey!*

- Visit our [2021 Esophageal Cancer Awareness Month Interactive Map](#)
- Click the circular  symbol at top right top right
- Within the **Add Entry** dialogue box:
  - Select **Location** to enter your **Name** and **Location**; from the **Marker** drop-down menu, select **light purple** to represent Esophageal Cancer Awareness!
  - Select **Details** to tell us why raising awareness about Esophageal Cancer is important to you. Your experience is the most powerful message in supporting the fight against this deadly disease. *We approve every post before it appears on the map to prevent SPAM and other online mischief. Although the form requires that you share your email address with us, your information is confidential and will NOT be visible when your post becomes public.*
  - Select **Media** to share any photos, websites, or audio to illustrate your story.
  - Select **Preview** to review and then **Submit!**

## SHARE YOUR STORY

Once your Proclamation request has been confirmed, we ask that you share a news release with media outlets in your state (TV, radio, daily and weekly newspapers and online news sources like Patch). Please refer to our [Esophageal Cancer Awareness Month Sample News Release 2021](#) to help you craft this important message. If you require assistance, please email [ECAM2021@ecan.org](mailto:ECAM2021@ecan.org) and we'll be happy to look over your draft and make suggestions. We have a lot of experience gaining coverage for EC Awareness Month and are happy to provide any assistance.

## FOR MORE INFORMATION

If you have any questions or concerns, or simply want to talk with someone about you can help, please email [ECAM2021@ecan.org](mailto:ECAM2021@ecan.org) or call **410-358-3226**. We are here to help!

## HELPFUL LINKS

[Locate Your State Governor to Request a Proclamation](#)

[Sample Proclamation Request](#)

[2021 Proclamation Language](#)

[Esophageal Cancer FAQs](#)

[Esophageal Cancer Citations](#)

[Esophageal Cancer Awareness Month Sample News Release 2021](#)