

Dear **[Infrastructure Owner / Organization Name]**,

Every community has landmarks that do more than define its skyline; they tell its story. We believe **[Infrastructure/Landmark name]** is one of those places. It stands as a daily reminder of human ingenuity, shared purpose, and the quiet reliability of infrastructure that connects people, supports livelihoods, and keeps communities moving forward.

On behalf of the American Society of Civil Engineers, we invite you to help tell that story by illuminating **[Infrastructure/Landmark name]** in blue on Nov. 5, 2027, as part of ASCE's *Built to Shine: Illuminating Iconic Infrastructure* campaign.

Infrastructure is the silent partner in our daily lives. It's the bridges that connect us to neighbors, the buildings that bring us together, and the roads that lead us home. So dependable and ever-present, these systems often fade into the background until we pause to recognize just how essential they are to daily life.

ASCE's 175th anniversary is an opportunity to bring those contributions into the light. Beginning on Nov. 5, 2026, and continuing through the official anniversary on Nov. 5, 2027, ASCE will celebrate nearly two centuries of history, innovation, and service to society. A centerpiece of this celebration is the *Built to Shine* campaign, which will illuminate iconic structures around the world in ASCE blue, creating a shared, visible tribute to the infrastructure that brings our communities to life.

By lighting **[Infrastructure/Landmark name]**, you would help showcase the critical role infrastructure plays in public safety, economic vitality, and community resilience. This symbolic gesture will align your organization with a globally recognized effort to honor the engineers, owners, and operators who design, maintain, and steward the systems that support daily life.

We would be honored to collaborate with you on this effort and are happy to support any coordination and promotion associated with it. Participating illumination sites will be connected through coordinated media outreach, live coverage, and social media storytelling, providing increased visibility for **[Infrastructure/Landmark name]** among ASCE's social media audience of nearly 1.2 million and more than 160,000 members worldwide.

Thank you for considering this opportunity to be part of a powerful, unified tribute to infrastructure and the professionals behind it.