



**COPD Foundation Opportunity for Collaboration
World Oxygen Day**



The COPD Foundation's Oxygen360 program is dedicated to improving the delivery of supplemental oxygen therapy and addressing critical gaps in education, advocacy, and innovation. Since the beginning of the project, we have supported education through our monthly OxyTalk virtual support groups, the development of our updated Guide to Oxygen Therapy, and collaborated with the American Thoracic Society on the interactive YouAndOxygenTherapy.com website. We have also worked to remove dangerous, non-FDA-approved oxygen devices (which we call "nonconcentrators") from online marketplaces.

We are writing to you today to share our latest exciting opportunity to collaborate on a global scale, with a new project aimed at increasing awareness of the many issues faced by the oxygen community. The COPD Foundation has declared October 2nd ("O-2") to be henceforth recognized as World Oxygen Day. We aim to partner with global patient advocacy groups, professional societies, and industry partners to shine a brighter light on the challenges of delivering and using oxygen therapy, as well as monitoring its efficacy. We anticipate that this greater understanding will lead to improvements across the continuum of care, as well as enhanced quality of life for oxygen therapy users.

We invite your organization to download and use our social media communication kit, which we have developed to highlight key messages of advocacy, support, and education. We will also be developing educational webinars, online video campaigns, and other media assets that can be shared across many channels. We hope you will become a charter supporter of World Oxygen Day by disseminating these items and incorporating them into your own messaging. In the spirit of collaboration, we are not seeking funding from other patient advocacy organizations or professional societies...simply your support in spreading awareness and content through your membership and other channels. As a charter supporter, we would also like your permission to include your organization's logo on the World Oxygen Day webpage (found at www.worldoxygenday.org) as well as promotional materials.

We hope that we can count on your support and engagement with this major advocacy initiative! Should you have any questions or concerns, please feel free to contact me directly at mhess@copdfoundation.org.

Thank you for your consideration,

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