**Re: Invitation to join the global campaign for World TB Day, 24 March 2024.**

**Dear** < >

I am writing you in advance of World TB Day on 24th March to invite you to join our campaign in the fight against the world’s leading infectious killer.

This year’s World TB Day theme is ‘Yes! We Can End TB’. It comes at a crucial moment, following the UN High-Level Meeting (HLM) on TB at the UN General Assembly in September 2023, where world leaders committed to ending TB by 2030. TB is once again the world’s leading infectious killer, causing 1.3 million deaths last year. And we are on the cusp of major scientific breakthroughs to fight TB, including a new TB vaccine.

Despite the above, TB remains a neglected and underfunded global emergency, with only $5.8 billion in funding available in 2022 – less than one-third of the $22 billion target agreed by world leaders. Funding for TB research and development was just $1 billion, less than one-fifth of the agreed $5 billion target.

Given these challenges, it is critical that World TB Day mobilizes attention, funding, and action for the global TB response. I would be grateful if you would consider supporting our campaign in one of the following ways:

* Issue a public statement on World TB Day outlining your commitment in the fight against TB with a call to action;
* Reaffirm your commitment to reaching the 2023 UN Political Declaration on TB targets by 2027;
* Consider lighting up city landmarks, buildings, or clocks in your capital city in **RED** on 24 March 2024 to bring attention to the fight against TB;
* Share images, news, and messages on social media to support and amplify the global World TB Day campaign using the campaign materials at [www.stoptb.org/world-tb-day](https://eur01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.stoptb.org%2Fworld-tb-day&data=05%7C02%7C%7Cc78e61619e4241caf6c308dc27dc55ed%7Caf68dcd83c2643f784ba06a7bb07ca3d%7C0%7C0%7C638429074496833112%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=JePQ0k7s%2BL2QjBkOpWpTsFps8QrtHCCDDIiX0eELHmM%3D&reserved=0) and tag @StopTB
* Convene a meeting with key TB stakeholders to galvanize action and advance the targets agreed at the HLM on TB.

Thank you being a champion in the fight against TB and do not hesitate to reach out if I can provide further information.

Best regards,

<Name and Organization>