

United Nations  Nations Unies

HEADQUARTERS • SIEGE NEW YORK, NY 10017

TEL.: 1 (212) 963.2912 • FAX: 1 (212) 963.4361

8 December 2015

Dear Mayor Parisis,

I write to thank you for your wonderful support and participation in the global *Turn the World UN Blue* campaign held to commemorate the 70<sup>th</sup> anniversary of the founding of the United Nations on 24 October 2015.

Thanks to your personal involvement and that of your team, the campaign was a huge success and highly visible show of support of the United Nations. More than 350 landmarks, as well as 20 United Nations offices, were lit blue in more than 90 countries around the world, helping to spread the message of peace, development, and human rights for all.

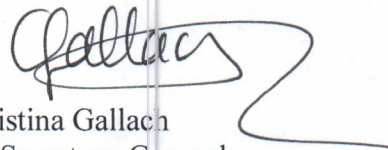
*Turn the World UN Blue* received extensive media coverage, with articles, radio and TV broadcasts appearing in more than 1,400 media outlets internationally. Social media engagement was also strong. More than 80 million accounts were reached by #UNBlue images and messages across major social media platforms. On Twitter alone, for example, information about the campaign was shared by more than 22,000 accounts in more than 160 countries. On Facebook, meanwhile, more than 1.5 million people saw UN Blue images over the 24-25 October two-day period. World leaders, landmark institutions, ministries, and Government officials all actively engaged on social media, as did several United Nations Messengers of Peace, including Charlize Theron, Michael Douglas, and Lang Lang.

Photographs of landmarks from around the world that joined in this truly global campaign can be found in the UN Blue Flickr album (<http://j.mp/UNBluePhotos>), which itself has been viewed some 44,000 times.

Thank you, again, for joining us in the *Turn the World UN Blue* campaign. Your efforts were invaluable to its success and to lighting the way to a better tomorrow. We look forward to our continued partnership.

My gratitude for your support!

Yours sincerely,



Cristina Gallach  
Under-Secretary-General  
for Communications and Public Information

Mr. Alexandros Parisis  
Mayor  
Municipality of Cephalonia  
Argostoli