[DATE}

**FOR IMMEDIATE RELEASE**

**(Insert landmark) will light up purple and yellow to raise awareness of Developmental Language Disorder (DLD) for international #DLDday on Friday 14 October 2022.**

Developmental Language Disorder (DLD) is a hidden but common disability that affects 1 in 14 people causing difficulties understanding and using language for no known reason.

The 2022 DLDday theme is *Growing with DLD*, highlighting that DLD is a lifelong, permanent disability. People do not grow out of DLD but with individualised supports, that can include regular speech-language therapy and educational adjustments, they can thrive. It’s about growing with DLD.

Raising Awareness of Developmental Language Disorder (RADLD), the lead organization who coordinates international DLDday are advocating for increased recognition and support for people with DLD across their lifespan.

“People with DLD are 6 times more likely to suffer from anxiety and 3 times more likely to have clinical depression. They are also at significant risk of struggling with reading, spelling and mathematics. Although DLD is a common condition affecting many areas of life, people with DLD are unlikely to receive access to services,” said Stephen Parsons, Chair of RADLD.

This year, the world is lighting up purple and yellow to boost awareness of DLD globally. RADLD can confirm that more than 80 landmarks are scheduled to shine bright on or around Friday 14 October 2022.

Head to {Insert Landmark} on {date} as it lights up in purple and yellow to raise awareness of DLD. Developmental Language Disorder Day #DLDday, now in its sixth year, is celebrated annually around the world with more than 40 countries involved.

**-ENDS-**

**For more information contact:**

[Insert contact name] - [Event Organiser/Other relevant title]

[Organisation if appropriate]

[Contact details – Ideally Email & Mobile]

**Learn more about DLDday, DLD & RADLD at:**

* WEBSITE: [www.radld.org](http://www.radld.org)
* FACEBOOK: www.facebook.com/radld.page
* TWITTER: <https://twitter.com/RADLDcam>
* YOUTUBE: [www.youtube.com/user/RALLIcampaign](https://www.youtube.com/user/RALLIcampaign)
* INSTAGRAM: [www.instagram.com/radldcam/](http://www.instagram.com/radldcam/)