MEDIA ADVISORY

BC PLACE TO "LIGHT IT UP BLUE"
IN SUPPORT OF WORLD AUTISM AWARENESS DAY

Vancouver, BC: BC Place will join other famous sites around the world including the Empire State Building, CN Tower, Niagara Falls, and the Sydney Opera House in the Autism Speaks *"Light It Up Blue"* campaign on Wednesday, April 2nd, in support of World Autism Awareness Day.

The 36-foot tall *Northern Lights Display* at BC Place will be lit "blue" to "shine a light on Autism" – a condition affecting 70 million people worldwide. For more information about the campaign, visit www.autismspeaks.ca

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Date: **Wednesday, April 2, 2014**
Time: **6AM to Sunrise, then Sunset to 11PM**

About the 'Northern Lights' at BC Place
The stadium roof façade – known as the Northern Lights Display - uses 1700 'ETFE' panels, stacked four rows high, and 6,800 linear feet of energy-efficient LED lights to create customizable lighting displays. BC Place has used the entire roof to promote specific events, create seasonal displays and raise awareness for community and charitable organizations.

About BC Place
BC Place Stadium is the largest multipurpose venue of its kind in the province of British Columbia. An architectural signature for the province, BC Place hosts sports, exhibition and entertainment on a year-round calendar of live events. BC Place is proud to be home to the BC Lions Football Club, Vancouver Whitecaps FC and the BC Sports Hall of Fame. For more information, follow @BCPlace on Twitter or visit www.bcplace.com

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