

To: doodleproposals@google.com

Dear Google Doodle Team,

I'm excited to suggest a Google Doodle for the 14th annual World Vitiligo Day (WVD) on June 25th. This could be for your global site or targeting regions like Latin America.

Vitiligo is an autoimmune condition affecting 1-2% of the population. It appears as white patches on the skin and can impact other vital organs. Vitiligo affects quality of life more than any other skin condition, especially in countries with predominantly darker skin and strong social prejudices. Over 45% of vitiligo patients also struggle with mental health conditions, including depression and suicidal thoughts. There is no known cure yet, although we see tremendous progress in therapy development.

World Vitiligo Day was launched in 2011 by non-profit organizations from the USA and Nigeria, and supported by the vitiligo community worldwide. It's now the largest skin health awareness event, surpassing psoriasis and even melanoma, as confirmed by Google Trends. The campaign headquarters rotate globally, and this year, Cali, Colombia, will host the annual celebrations.

What makes WVD special? Our net-centric, bottom-up approach maximizes impact through collaboration of independent and agile teams, representing vitiligo support groups and activists. This differs from the top-down, hierarchical approach of other health awareness days. We've grown exponentially since our first rally for a Google Doodle in 2015 and again in 2016, and now I'm asking you to give it serious consideration this year.

A Doodle on June 25th would spotlight vitiligo and skin health, celebrating unity, diversity, and the empowerment of nearly 100 million people worldwide. For more details, please check the [official website](#).

Thanks,

<Your Name>