

I'm reaching out to share an important community event that has become a meaningful tradition here in Carlisle — one that speaks to the heart of who we are as a town and how we support one another, especially in difficult seasons.

On **Tuesday, December 16th**, William's Be Yourself Challenge (WBYC) will host our fifth annual **Brighten the Night**, a candlelight remembrance gathering on the Carlisle Town Common at **7:00 PM**. What began after the death of our son William has grown into a shared space where our entire community can honor the loved ones we've lost — parents, children, neighbors, coworkers, and friends.

This year, as our community continues to navigate collective grief and the quiet losses carried by so many families, we feel it is more important than ever to come together, speak the names of those we miss, and create a moment of connection and hope.

We invite Chamber members, their families, and their businesses to participate in any of these three simple ways:

1. Submit a name to be read aloud

With a donation of any amount to WBYC, you can submit the name of someone you'd like remembered. We will read every name during the vigil. You do not need to attend to have a loved one honored — we will hold them in community regardless. Register on our [website](#)

2. Wear green on December 16th

We're calling this day **Be Yourself Day**, encouraging everyone to wear green in support of grieving families. Brighten the Night shirts are available, or members can simply wear something green they already own. This is a small but powerful gesture of solidarity. [Order your shirts here.](#)

3. Light your business or home in green

By placing a green lightbulb in your storefront, outdoor fixture, or home entryway, you help create a visible message of unity and remembrance across our town. It's a beautiful way for local businesses to show support.

Brighten the Night is not just a remembrance event — it is a moment of healing, belonging, and community strength. We hope the Chamber will join us in spreading the word and encouraging participation. Your support helps ensure that grieving families in Carlisle and beyond feel seen, held, and surrounded by community care.

Thank you for all the ways you contribute to the wellbeing and vibrancy of our town. We look forward to standing together on December 16th.

Warmly,

Susie Shaw

William's Be Yourself Challenge

The Green House Retreat

EIN: 87-4610009