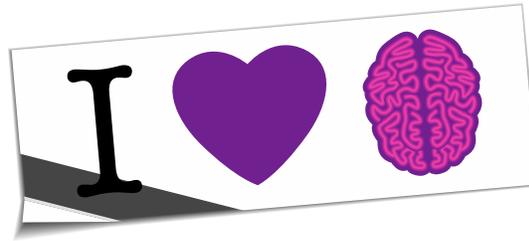




Saskatchewan Brain Injury Association



For Immediate Release

Saskatchewan Royal Purple Association reaches halfway mark to their goal of raising \$100,000 in five years!

March is **Brain Awareness Month** and in Saskatchewan that means the **BrainLove** campaign will kick off in Prince Albert.

During **Brain Awareness Month in March** Saskatchewan Brain Injury Association, in partnership with the Saskatchewan Royal Purple Association (SRPA), runs the *BrainLove* campaign to encourage the public to learn about the brain and to make the health and safety of their brains a priority. **The 2017 campaign will be launched in Prince Albert at 11:00 a.m. on February 28, 2017 at the Prince Albert Inn.** SPRA lodges will present cheques and pledges for BrainLove to SBIA at this news conference.

Beginning March 1, the two organizations will raise awareness and funds through the *BrainLove* Campaign to support those living with brain injuries and their families, as well as to support education and prevention programs with the goal of reducing the incidence of brain injury.

"The benefit of the Royal Purple Association is, we are taking the awareness programs into the heart of our communities and focusing on awareness and prevention during the month of March," said Sandi Lougheed, chairman of the SRPA BrainLove Campaign. "Fundraising and awareness programs are among the ways we can help SBIA to continue to lead the nation in its brain injury awareness and programming. We are especially pleased to have Saskatchewan's ten Bootlegger stores rejoin our campaign."

Prevention is the only cure for a brain injury and no one knows that better than former local athlete Hailey Harms, who will be attending the launch to support BrainLove and to share her story.

"I was a competitive figure skater training towards the Canadian national team until a brain injury ruined my career. Nobody told me how dangerous concussions were and I would skate through them thinking I would be fine," said Harms. "Doing this I hit my head while I already had a concussion and I found myself waking up in a hospital not knowing what happened or where I was. Because of my stubbornness and little knowledge about brain injuries I am no longer able to do what I love."

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In
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