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BrainLove Month Gets National Recognition

“BrainLove – a national program of brain injury awareness and prevention – became the Canadian Royal Purple’s national cause last July,” says Saskatchewan Royal Purple Charity Partnership chair, Sandi Lougheed. “In nine short months, this campaign has soared into the national spotlight.”

“All of this development has grown out of the original partnership between the Saskatchewan Royal Purple and the Saskatchewan Brain Injury Association,” says Lougheed. “That partnership has raised almost \$200,000 in Saskatchewan alone.”

“March will be a nation-wide brain injury awareness blitz,” says Lougheed, who is also the Canadian Royal Purple’s National President. “Canadian Bootlegger stores have always partnered with us in Saskatchewan and this year, for the first time, every Bootlegger store in every province will be collecting donations for provincial brain injury associations. All the funds raised in Bootlegger’s over 70 stores will be used in their province’s programming.”

The Canadian Royal Purple Association adopted BrainLove as its national cause at its 2022 convention and expanded a campaign of partnering with brain injury associations across Canada as well as a relationship with the Toronto-based group, Womenatthecentre.

For the month of March, Royal Purple lodges in Canada will be engaged with media and raising funds for brain injury associations.

We are grateful to all who participate, attend and spread the word.

There is a concussion suffered every three minutes in Canada. Awareness and prevention are the only cures.

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