

# **BRAIN** **LOVE**

**Canadian Royal Purple**

## **The Canadian Royal Purple Shifts Gears**

After four years of focusing on partnerships with the Canada's Brain Injury Associations, the Canadian Royal Purple is reaching out to additional partners and unveiling a template for "Community Led Awareness and Prevention programs" (CLAPPS).

"It's time for us to look at a broader approach to the Canadian brain injury scene," says Sandi Lougheed, Chair of the CRPS National BrainLove Committee. "We will still be supporting brain injury awareness and prevention but there are further needs to be addressed."

For the past three years, the Canadian Royal Purple has been distributing national Care Bags to Canada's shelters on the third Thursday in October. The national goal is to double this number every year as the need grows.

"With the help of partners, we have delivered nearly 4000 care bags to the shelters, recognizing the connection between interpersonal violence and the resulting brain injuries," says Lougheed. "The statistics are not pretty. One in three women encounter interpersonal violence and, of those, one in eight suffer brain injury due to being hit or strangled," says Lougheed. "These are brain injuries that are totally preventable."

"Shelters are facing increasing numbers with limited resources," says Lougheed. "Many of these shelters specialize in the intake of women, children and to a lesser degree men who are fleeing the effects of interpersonal violence. The Care bags show caring and contain information on the effects of brain injury."

"It is important that the Canadian public join in saying 'no' to this ongoing cause of brain injuries and to begin to understand and support the survivors," says Lougheed. "As volunteers, we can lead in the organization of awareness and prevention. We can make a difference one community at a time with community-led action programming."

March 1<sup>st</sup> in Prince Albert, SK marks the national kick off to the Canadian Royal Purple's BrainLove month in Canada. Over 1000 volunteers will be putting up posters and distributing information about brain injury and its prevention. Join the national on-line auction and other fund-raising events in support of these programs.

For more information:

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