



MEDIA RELEASE

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## Saskatchewan Royal Purple sets sights on Fifth Campaign

“The last four years have been among our most rewarding as an organization” says Sandi Lougheed, the chairman of the SRPA Charity Partnership Committee. “We know our volunteer efforts are making a difference in our province. Once we became aware of the impact of brain injuries on the young people in our communities, we knew this partnership was a great fit for our cause.”

This March will mark the kickoff of the fifth BrainLove campaign, run as a partnership with the Saskatchewan Brain Injury Association (SBIA). “Our goal this year is to raise \$25, 000,” says Lougheed, “But even more important is the awareness campaign. Our members carry out visits and fundraisers in our communities and our schools and ensure posters, brochures and speakers are available to every school that wishes to focus on brain injury prevention. We make special visits to doctor’s offices and clinics with information on brain injury awareness.”

“We have joined a team dedicated to the BrainLove campaign which includes SBIA, the “Save Your Melon” helmet campaign and Manitoba and Saskatchewan Bootlegger stores,” concludes Lougheed. “We all understand that when it comes to brain injuries, the best treatment is prevention.”

The BrainLove kickoff will occur 11:00, March 1<sup>st</sup> at the Prince Albert Inn. It will include a press conference, interviews and cheque and pledge presentations.

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