



## **Topic: Canadian Royal Purple Organizes Canada-wide Purple Thursday on October 20<sup>th</sup>**

“Stop the Violence” and “Paint Your Town Purple” have become key slogans for the Canadian Royal Purple. October 20<sup>th</sup>, the third Thursday in October, will be recognized as Canadian Royal Purple’s first annual Purple Thursday.

“Our campaign is two-fold this year,” says National President, Sandi Lougheed of Beechy, SK. “We will engage in a major education and awareness campaign drawing attention to the connections between interpersonal violence and brain injuries in an effort to “Stop the Violence” and our Lodges will deliver care bags to well over 60 shelters from Newfoundland to British Columbia.”

“Our members have been planning these October 20<sup>th</sup> events for over six months,” says Lougheed. “Since June, our members have been gathering items for the care bags as well as distributing print material to draw attention to the connection between interpersonal violence and brain injuries.”

In addition to shelter donations, education sessions, local proclamations and flooding social media, the Canadian Royal Purple’s Purple Thursday project is encouraging everyone to wear Purple on October 20<sup>th</sup>.

“Some of our communities are painting doorknobs purple, hanging purple banners and one junior hockey team will be taping their sticks with purple tape,” says Lougheed. “It is amazing to see the excitement when schools, businesses and organizations join together to support an important cause.”

The public can get involved by wearing purple on October 20<sup>th</sup> and adding items and donations to the care bag boxes in their local community.

“ ‘Stop the Violence’ and ‘Paint Your Town Purple’,” concludes Lougheed. “Together we can make a difference.”

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