



New Release: Canadian Royal Purple Volunteers Roll Out Purple Thursday

“Purple Thursday – October 19th, the third Thursday in October – will bring increased national recognition to the ‘Shadow Pandemic’,” outlined Sandi Lougheed, co-chairperson of the Canadian Royal Purple’s National Purple Thursday committee. “Statistics emerging from the Covid lockdown showed as many as “one in eight” women experience Interpersonal Violence resulting in brain injuries.”

Those who experience violence report hits to the face, head and neck and strangulations which cause brain injury.

“Since our national cause is brain injury awareness and prevention, Canadian Royal Purple is drawing attention to brain injuries caused by interpersonal violence,” says Lougheed. “These are brain injuries that are preventable. As volunteers in our home communities, we can raise awareness and impact the statistics. Most people are shocked by the numbers – one in three encountering interpersonal violence and one in eight experiencing a brain injury as a result. This is where “awareness” can have an impact. Once we are aware of the issue, we can engage in prevention.”

On Purple Thursday, Canadian Royal Purple Lodges will deliver over 2000 Purple Care bags to shelters across Canada.

“Our members and our communities will be making donations to fill the bags through the next two weeks,” says Lougheed. “On Oct 19th, all of these bags will be delivered to women’s, children’s and men’s shelters. We want to ensure each person receives a personal care bag as many are leaving a home situation with no resources. We want them to know someone cares. “

In addition, on Purple Thursday at Saskatoon’s TCU Place, at the first Purple Thursday symposium, the Canadian researchers will be presenting what they’ve learned about IPV caused brain injuries and the resources being developed to help those experiencing IPV caused brain injury.

The event will be capped with an evening presentation by award-winning journalist Anna Maria Tremonti, who will share her experience with Interpersonal Violence.

\$100 Tickets include admission or Zoom option to the full day (9am to 4pm) Symposium on the Intersection of Intimate Partner Violence and Brain Injury at TCU Place on October 19, 2023 as well as the Anna maria Tremonti presentation. Tickets and more information are available at BrainLove.ca.

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