



**ADDRESSING INTIMATE PARTNER
VIOLENCE RELATED BRAIN INJURIES**

Stop the Violence – Support the Survivor



MEDIA RELEASE

Oct 10, 2024

For every concussion incurred by an NHL hockey player, approximately 7,000 women and girls in Canada are concussed because of intimate partner violence according to a new estimate from the YWCA Metro Vancouver and researchers at the University of British Columbia.

“We know that one in three women in Canada experience intimate partner violence and, of those, up to eighty percent suffer additional brain injuries,” says Sandi Lougheed, Chair of the Canadian Royal Purple Society’s BrainLove committee. “We hope, by drawing attention to the statistics and the many women, children and men represented, we can come together to reduce the violence and support the survivors. Brain injury awareness and prevention is our national cause.”

On Purple Thursday, Oct 17th, the third Thursday in October, the Canadian Royal Purple and the Brain Care Centre in Edmonton will co-sponsor a collaboration of Canada’s researchers, brain injury associations, shelter programmers and community volunteers with the theme: Stop the Violence, Support the Survivor – What’s New and What’s Next.

“Efforts from everyone – researcher, professionals, government and communities – will be needed to address this issue. There are numerous causes and many of the solutions require changes right at the community level,” says Lougheed. “We will use Purple Thursday as the catalyst to come together.”

In the meantime, Purple Thursday represents a single day when the Canadian Royal Purple will deliver over 3000 care bags to Canada’s shelters in support of the survivors.

“This is in addition to almost four hundred thousand dollars donated to Canadian shelters and brain injury associations in the past three years,” concludes Lougheed. “Everyone knows that prevention is the only real answer to the challenge of violence and brain injuries. We need to come together to address the issues and reduce the statistics.”

Symposium speakers include Dr. Halina (Lin) Haag, Wilfred Laurier University, Michelle MacDonald, Brain Injury Canada, Dr. Miranda Pilipchuk, Alberta Council of Women’s Shelters, Lorena Koenig, Sagesse, Calgary and Sandi Lougheed, Canadian Royal Purple.

Contact:

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Joanne Edwards, Espanola, ON jojo8280@gmail.com, National President, Canadian Royal Purple Society Related Events:

CRPS Lunch and Afternoon of Community, Edmonton, AB, Lister Centre Oct 17th

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canadianbrainlove.org canadianroyalpurplesociety.org