



**ADDRESSING INTIMATE PARTNER
VIOLENCE RELATED BRAIN INJURIES**

Stop the Violence – Support the Survivor



FOUNDING SPONSORS

Silver

**Kanuka Thuringer
SK Royal Purple
AB Royal Purple
Layte Family
Kindersley Royal Purple
Edmonton Royal Purple**

Bronze

**Beechy Royal Purple
Sally Hurst
Manitoba Royal Purple
Ontario Royal Purple
St Walburg Royal Purple**

EVENT SPONSORS

Gold

AB Royal Purple

Silver

SIGA

Supporters

**Edmonton Brain Care
Center
Mountain View Emergency
Shelter**

HELLO,

This letter is to introduce you to Purple Thursday and the Canadian Royal Purple. The presenter of this letter is a CRPS member.

In 2021, the Canadian Royal Purple and Canadian Brain Injury Associations began the first national Purple Thursday campaign.

Purple Thursday, the third Thursday in October, brings recognition to the brain injuries caused by intimate partner violence with a goal to eliminate these preventable brain injuries.

On Purple Thursday, the members of the Canadian Royal Purple will deliver over 2000 Care bags to Women's shelters across Canada. The bags represent our caring about the losses women, children and men face when they make the difficult choices to end the cycle of violence.

Research shows that up to 75% of women who experience intimate partner violence also experience brain injuries. (Toccalino et al., 2022) and that one in three women experience intimate partner violence in their lifetime. Up to 90% of this violence involves hits to the head, face and neck, including strangulation (Haag et al., 2022).

The cross-country campaign will include care bags, educational material, sessions, webinars and a major education event – this year in Edmonton, AB.

The Canadian Royal Purple encourages everyone and every business to “turn purple” by wearing purple, purple ribbons on your doors, purple lights on your buildings, purple tape on sports equipment – make a statement to “stop the violence and support the survivor”.

You can help by 1. supporting the filling of the care bags with personal items 2. Support the care bags by making a cash donation to purchase items for the bags 3. Ask the member to show you our Founding Sponsor program. 4. Hosting a Purple Thursday plan in your business.

Your donation will be recognized on our national website and in our publications throughout the year.

Thank you,

The Members of the Canadian Royal Purple