



Saskatchewan Brain Injury Association

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For Immediate Release

A new kind of love is in the air, but the Saskatchewan Brain Injury Association (SBIA) isn't talking about romantic love.

BrainLove is a partnership between the provincial organization and the Saskatchewan Royal Purple Association (SRPA) to encourage the public to learn about the brain and make the health and safety of their brains a priority during **Brain Awareness Month in March**.

"You have only one brain and it controls ALL of the body's functions. Keeping it safe and healthy should be of utmost importance to everyone" says Glenda James, SBIA Executive Director. A healthy brain begins with healthy choices at play, at work and in social activities.

The two provincial organizations are teaming up with the *BrainLove* campaign not only to raise awareness but also funds for educational programs. Glenda James, Executive Director of SBIA and Sandi Lougheed, President of the SRPA formalized the partnership recently with a contract signing and photo opportunity at the annual gathering of the Elks and Royal Purple in Saskatoon.

"Royal Purple has a long history of raising funds for educational purposes and we are thankful to be joining SBIA in our mission to educate," said Sandi Lougheed, President of the Saskatchewan Royal Purple Association.

Beginning March 3, participating businesses around the province will be collecting donations on behalf of SBIA and SRPA. For a donation of \$1 or more, customers will receive a *BrainLove* sticker.

The funds raised by the *BrainLove* Campaign are used to support those living with brain injuries and their families; as well as supporting prevention programs with the goal of reducing the incidence of brain injury.

BrainLove kicks off a busy season of activity for SBIA with the annual Spring Retreat for survivors and families at the end of March, followed by the annual BHP Billiton Brain Blitz Gala presented by Worksafe Saskatchewan on May 3 at TCU Place which features Matt Dunigan as the keynote speaker. Tickets are \$150 and available at www.sbia.ca/brain-blitz.aspx.

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For more information: www.sbia.ca

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