



Saskatchewan Brain Injury Association

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For Immediate Release

November 28, 2017 is

GIVINGTUESDAY™

Following the kick-off to the holiday shopping season, GivingTuesday signals the beginning of the giving season reminding us about the generosity of the season.

"I'm amazed and thrilled by the unexpected calls offering help that we receive at this time of year", said Glenda James, Executive Director of the Saskatchewan Brain Injury Association. This year, a call came from a group of Kinesiology students at the U of R, who wanted not only to fulfill their class assignment to do community service for a charity, but also wanted to do something to raise funds for the cause.

Tapping into their personal connections, they organized a Pizza-Pasta Night fundraiser on MONDAY, November 27 in Regina at Eastgate Famoso, 2005 Prince of Wales Drive, Unit A1. The time is 5PM-9PM but ticket holders can choose within that time frame to dine at their convenience. Tickets are \$25 and will be available at the door.

The students' enthusiasm has led to a series of memes they created to share on social media platforms to raise awareness about brain injury and its prevention during the lead up to the fundraiser. Their fellow students will also be encouraged to learn about brain injury and to purchase tickets for the fundraiser through displays they have organized on campus at the U of R.

This U of R student initiative is exactly what GivingTuesday seeks to inspire. It provides a platform to encourage the donation of time, resources and talents to address local challenges by harnessing the potential of social media to generate real change in our communities,

Not everyone is able to host a fundraiser on our behalf, but simply by posting and using the hashtags #givingtuesday, #respecttheunexpected and #sbia, individuals can join the spirit of these initiatives.

On GivingTuesday, The Saskatchewan Brain Injury Association joins hundreds of charitable organizations around the world seeking volunteers and partners to raise much needed funds to make the world a better place.

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For more information: www.sbia.ca

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