



For Immediate Release — Friday, October 7, 2016

## **Light Up Purple campaign activities at University of Lethbridge to promote mental health awareness**

**WHAT:** Light Up Purple campaign marking World Mental Health Day 2016

**WHEN:** Tuesday, October 11, 2016, all day

**WHERE:** Throughout campus

The University of Lethbridge will be marking World Mental Health Day 2016 by participating in the Light Up Purple campaign. Created by the Amanda Todd Legacy Society, the campaign is designed to spread the colour purple as an effort to raise awareness of the stigma of mental health and the impacts of bullying on youth.

Some of the activities planned to take place on campus include:

- Creating three living tapestries with squares of purple fabric that contain messages of hope and kindness/compassion from various offices and groups on campus
- Purple balloon drops in the University Hall Atrium (10:40 a.m., 12:05 p.m. and 1:30 p.m.) to spark conversations about mental health
- Painting the UWall to share the message of Light Up Purple
- Inviting the University community to wear purple
- Students' Union team will launch a Purple Couch initiative, promoting a safe space for students to sit and talk
- Lighting the Students' Union office (SU180) in purple

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Contact:

Callista Chasse, Coordinator of Student Wellness Education & Sexual Violence Support  
403-317-2862

[callista.chasse@uleth.ca](mailto:callista.chasse@uleth.ca)