



## Lighting Request for 2022 National Injury Prevention Day

Fitzsimmons Creek Bridge

April 27, 2022

Mayor and Council

On behalf of the Parachute team, thank you for your support in lighting up green during last year's National Injury Prevention Day and spreading awareness of injury prevention. NIPD 2021 was a success, and we could not have done it without you!

The COVID-19 pandemic has emphasized more than ever how crucial prevention is to maintaining good health. Parachute is devoted to the cause of prevention and to teaching Canadians how to avoid injuries that cause serious harm or death.

Last year we received a tremendous amount of support all across Canada, with the event gaining more than **6.5 million social media impressions** for our hashtags **#ParachuteNIPD** and **#TurnSafetyOn**, as people shared messages and landmark lightups.

This year, July 5, 2022 will mark the 6<sup>th</sup> annual **National Injury Prevention Day and Parachute's 10<sup>th</sup> anniversary**: a day to raise awareness of preventable injuries and aid Canadians to live long lives to the fullest through education and advocacy.

The Parachute team along with our partner, BC Injury Research & Prevention Unit would be delighted if you could participate and light up "safety green" in honour of [National Injury Prevention Day](#) on July 5, 2022.

**Date:** Tuesday, July 5, 2022

**Colour:** Green

**Organization:** Parachute

[National Injury Prevention Day has been recognized by Health Canada as a national health promotion day.](#)

### About Parachute:

Parachute is Canada's national charity dedicated to reducing the devastating impact of preventable injuries. Injury is the No. 1 killer of Canadians aged 1 to 44 and costs the Canadian economy \$29.4 billion annually. Through education and advocacy, Parachute is working to save lives and create a Canada free of serious injuries. For more information, visit us at [parachute.ca](https://parachute.ca) and follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

Any questions? Contact:

**David Wilson**  
Parachute  
[dwilson@parachute.ca](mailto:dwilson@parachute.ca)  
647-776-5107

**Samantha Bruin**  
BC Injury Research & Prevention Unit  
[sbruin@bcchr.ca](mailto:sbruin@bcchr.ca)  
604-805-3850