

To Mayor and Council:

On **August 31st**, people around the world will observe the 22nd International Overdose Awareness Day.

International Overdose Awareness Day (IOAD) is about remembering the loved ones we have lost and acknowledging the grief of family and friends left behind. It is also about taking real action to save lives.

This year, the cause is more important than ever, because COVID-19 has led to increased drug-related harms around the world. Despite the challenges posed by the pandemic, we simply cannot ignore the other health crisis that's staring us in the face.

One of the most spectacular ways the campaign recognises those no longer with us is by illuminating buildings and landmarks in purple. Last year, cities all over the world were lit in purple—and this year promises to see even more join in.

My personal goal this year is to light Canada purple to honour those who passed and to raise awareness of the continued threat of this ongoing public health crisis. **Currently, The Calgary Tower, Telus Spark, Red Deer City Hall, Port Coquitlam and Fraser River Walking Bridge are participating, [with more awaiting confirmation.](#)** Please click the hyperlink to see a document with a full list of landmarks asked to participate.

The public will be notified via AAWEAR (Alberta Alliance Who Educates and Advocates Responsibly) social media channels:

Website: www.aawear.org

Facebook: Alberta Alliance Who Educates and Advocates Responsibly

Instagram: @aawear_

Twitter: @aawear_

Hashtags: #internationaloverdoseawarenessday #overdoseawareness #ioad #harmreductionsaveslives

August 31, 2022

International Overdose Awareness Day (IOAD)

Colour: Purple (Magenta if purple unavailable)

Fitzsimmons Covered Bridge

Can we count on your support this International Overdose Awareness Day?

Sincerely,

Kat Hedges

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Kat Hedges (She/Her/They), MA

Provincial Special Projects Coordinator

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Support Education Action

A proud supporter of Harm Reduction. Harm Reduction Saves Lives!

In the spirit of reconciliation, I acknowledge that I live, work and play on the traditional territories of the Blackfoot Confederacy, Siksika, Kainai, Piikani, the Tsuut'ina, the Stoney Nakoda Nations, the Métis Nation Region 3, and all people who make their homes in the Treaty 7 region of Southern Alberta. I am grateful for the traditional Knowledge Keepers and Elders who are still with us today and those who have gone before us. I make this acknowledgement as an act of reconciliation and gratitude to those whose territory I reside on.