

From: Pedaw [<mailto:pedaw@familyservices.bc.ca>]

Sent: Wednesday, December 18, 2019 11:41 AM

To: corporate <corporate@whistler.ca>

Cc: Joanna Zelichowska <Zelichowska@familyservices.bc.ca>

Subject: Call for BC landmarks to light up purple for the Provincial Eating Disorders Awareness Week (PEDAW) campaign

To Mayor and Council,

Jessie's Legacy Eating Disorders Prevention & Awareness program is celebrating Eating Disorders Awareness Week which runs annually from February 1st to February 7th! We are asking our community partners to **light up purple** on Saturday, February 1st 2020 to show their support for eating disorders awareness.

We would like to sincerely thank you for your participation in this event last year and hope we can count on your continued support this year!

With your help, last year was a great success! Over 40 landmarks across BC lit up purple. We would love to add you to our list of participating venues for PEDAW 2020.

Benefits of participating:

In a recent study of BC adolescents, over two thirds of healthy weight girls reported a desire to lose weight and one third of healthy weight boys reported wanting to increase their weight/muscularity. Be a part of creating awareness for this much needed cause. Get great exposure! We will share your participation on our social media channels and various other media outlets.

Lighting up purple isn't the only way to participate...

If your venue doesn't have this capacity, we have a variety of merchandise that you can order for **FREE** to help spread awareness!

Please see the attached Landmark Lighting Request Form.

Sincerely,

Christine Skwarok, Provincial Eating Disorders Awareness Week Campaign

Jessie's Legacy Eating Disorders Prevention

#203 – 1111 Lonsdale Avenue, North Vancouver

North Vancouver, BC V7M 2H4

Phone 604-988-5281 Fax 604-988-3961

www.jessieslegacy.com

IG/Facebook/Twitter: @loveourbodies

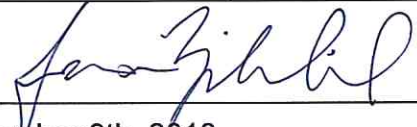


Landmark Lighting Request Form

Please complete the form and scan/email to corporate@whistler.ca along with your cover letter addressed "To Mayor and Council" with information regarding your campaign or cause.

We will contact you to confirm the status of your request.

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| Contact Name | Christine Skwarok |
| Organization | Jessie's Legacy |
| Business Address | #203 – 1111 Lonsdale Avenue |
| City/Province/Postal Code | North Vancouver/BC |
| Business Phone Number | 604 988 5281 |
| Business Email | pedaw@familyservices.bc.ca |
| Website Address | https://jessieslegacy.com/ |
| Brief description of the event associated with your request - 75 words or less <i>(Information here will be used for communications and the sign on the bridge. RMOW will edit copy if necessary.)</i> | Jessie's Legacy Eating Disorders Prevention & Awareness program is celebrating Eating Disorders Awareness Week which runs annually from February 1st to February 7th! We are asking our community partners to light up purple on Saturday, February 1st 2020 to show their support for eating disorders awareness. |
| Optional: Social Media Campaign Title (include hashtags) | @loveourbodies Instagram/Twitter/Facebook #showpurplelove #loveourbodies #jessieslegacy |
| Landmark Choice | <input type="checkbox"/> Fitzsimmons Covered Bridge |
| Date of Event | February 1st, 2020 |
| Colour Request | Purple |

Signature: 
Date: December 9th, 2010

This application does not guarantee that your event lighting request will be approved or your date is available.