

**From:** Jan Mc [<mailto:janicebarbar@gmail.com>]  
**Sent:** Thursday, July 21, 2016 8:18 PM  
**To:** MayorCouncil <[mayorcouncil@tol.ca](mailto:mayorcouncil@tol.ca)>  
**Cc:** Carol Todd Admin Team <[lightuppurpleatls@gmail.com](mailto:lightuppurpleatls@gmail.com)>  
**Subject:** Township of Langley - world mental health day Oct 10, 2016.

Dear Mayor Jack Froese,

World Mental Health Day is on October 10th, and was initiated in 1992 by the World Federation for Mental Health. The need for awareness related to bullying and mental health is a worldwide concern that continues to need much advocating and awareness messaging. Too many people of all ages continue to suffer from the effects of bullying and the distresses that have resulted.

On behalf of Carol Todd & the Amanda Todd Legacy Society, we are hoping we can count on the Township of Langley's support for our 4th annual awareness event, Light Up Purple, for World Mental Health Day on October 10th. The World Federation for Mental Health has again provided their support for this campaign in 2016.

We respectfully ask that Mayor Jack Froese issue a Proclamation in support of World Mental Health Day or add this as a discussion item for your upcoming Council meetings in September or October, (if you don't issue proclamations.)

The Legacy is again calling on support from businesses, organizations, schools & landmarks around the world to Light Up Purple for World Mental Health Day. Having buildings, bridges or landmarks within your city light up in purple lights, speaking with staff about mental health, and participating in other purple ways (clothing, ribbons, balloons, etc.) will help bring much needed attention to the significance of purple and mental health & wellness. Please visit our website [www.lightuppurple.com](http://www.lightuppurple.com) to find out more about this important initiative. We would love to include you on our list of Caring Supporters.

The Legacy was founded after Carol's daughter Amanda passed away on October 10, 2012. Amanda had a dream of helping kids, and as part of her legacy, that is what we are trying to do as well. We - as caring communities of parents, friends, families, and youth, businesses and work colleagues - believe we need to make a united stand. A stand upon which the entire world can see, embrace, light up purple and say no more to bullying, to help reduce the stigma and judgement of mental health, and to bring awareness that bullying can and does bring about mental illness distresses. The world must stand together and make a difference - to notice what needs to be changed and to encourage others to speak up, reach out, and no longer be a bystander.

Some of the places around the world already confirmed as participating in 2016: Vancouver City Hall, Las Vegas City Hall, Niagara Falls, Newry Town Hall (Ireland), CN Tower, BC Place, Pacific Science Center (Seattle), LAX Airport Pylons, bridges in Oklahoma, Boston and Ontario. We expect many more organizations to confirm their support and participation in the coming months. Each year, we hope to add more cities, structures, organizations and schools.

Thank you for your consideration and we hope to hear from you soon. We look forward to your participation in Light Up Purple for World Mental Health Day in 2016!

Sincerely,  
 Jan McNeill  
 Project Assistant, Light Up Purple 2016

[www.amandatoddlegacy.org](http://www.amandatoddlegacy.org)

[www.lightuppurple.com](http://www.lightuppurple.com)

Twitter: @AToddLegacy, @c\_todd, @lightuppurple

Facebook: Amanda Todd Legacy - Staying Strong; Light Up Purple on Oct 10 - World Mental Health Day  
 #lightuppurple #LUP2016 #WMHD #worldmentalhealthday



# PROCLAMATION

## WORLD MENTAL HEALTH DAY

- WHEREAS** World Mental Health Day is an education campaign designed to encourage people to talk about, reflect upon and engage with others on the importance of mental health and the reality of mental illness; and
- WHEREAS** nearly 1 in 5 Canadians will suffer a mental disorder in their lives with the remaining 4 Canadians affected by a mental illness through a family member, friend or co-worker. Of the 10 leading causes of disability worldwide, 5 are mental disorders, including: depression, schizophrenia, bipolar disorder, substance abuse disorder and obsessive compulsive disorder; and
- WHEREAS** stigma is the number one reason people do not seek or receive treatment, experience workplace and social discrimination, and experience barriers to recovery;
- NOW THEREFORE I,** Darrell Mussatto, Mayor of the City of North Vancouver, do hereby proclaim October 10, 2015 as **WORLD MENTAL HEALTH DAY** in the City of North Vancouver.

So proclaimed on Monday, October 5, 2015

A handwritten signature in black ink, appearing to read "Darrell Mussatto".

Mayor Darrell Mussatto



# World Federation for Mental Health

May 30, 2016

Amanda Todd Legacy Society  
Attn: Carol Todd

To Whom It May Concern,

The World Federation for Mental Health is proud to support the ***Light Up the World Purple Awareness Campaign*** as part of an international effort to increase awareness about mental health and the effects of bullying.

As the creators of World Mental Health Day we are always on board to support campaigns that bring international awareness to mental health issues. Your Light Up the World Purple project is important to create awareness regarding the effects of bullying on a person's mental health. We understand the significance of this date in your family and know how important it is to make sure that October 10<sup>th</sup> - World Mental Health Day is used to highlight the awareness campaign. It is hoped that we can help spread the word about all that you are doing.

If possible, try to send us pictures of the event so that we can post them on our website to show the world your event!

I would be happy to send you our WFMH logo to use for your WMHDAY Event and if there is anything else we can do, please let me know.

Thank you and good luck with your campaign!

*Deborah*

Deborah Maguire  
WFMH, Director of Administration  
WMHDAY Coordinator



## **AMANDA TODD LEGACY** **'THE DREAM OF HELPING KIDS'**

[amandatoddlegacy.org](http://amandatoddlegacy.org) | [info@amandatoddlegacy.org](mailto:info@amandatoddlegacy.org)

The Amanda Todd Legacy Society would like to invite you to participate in the 4th Annual Light Up Purple campaign for World Mental Health Day (WMHDay) on October 10th, 2016. WMHDay was first celebrated in 1992 as an initiative of the World Federation for Mental Health.

We are pleased to see an increased awareness in mental illness by the growing involvement in Light Up Purple over the past three years. People, schools, businesses, organizations and landmarks from all around the world have joined together to show their support through illumination, proclamation, and wearing purple. This year we hope to expand our list of supporters and encourage all to participate in this event.

Amanda's lasting message is based on her 'Dream of Helping Kids'. Her story continues to be shared in many countries around the world with people of all ages. Awareness and understanding with respect to exactly what mental health is and how we can educate around it, is so very important.

The You Tube video Amanda created depicts the struggles she felt after endless years of torment due to bullying, cyberbullying and exploitation. It has been viewed cumulatively over 47 million times and within it, she shares her thoughts - "I'm struggling to stay in the world, because everything just touches me so deeply. I'm not doing this for attention. I'm doing this to be an inspiration and to show that I can be strong. I did things to myself to make the pain go away, because I would rather hurt myself than someone else. Haters are haters but please don't hate, although I'm sure I'll get them. I hope I can show you guys that everyone has a story and everyone's future will be bright one day, you just gotta pull through. I'm still here aren't I?"

The world needs to stand together as one to **MAKE A DIFFERENCE** for our children now in the present and into the future. By educating and empowering all children and adults to speak up, reach out, and to not 'be a bystander'. We must advocate for change to avoid additional casualties. As caring communities of parents, youth, families, friends, classmates, co-workers and neighbours, we must **STAND UNITED**. Together we can show the entire world by lighting up purple that we say **NO** to bullying and the stigma of mental illness.

Please support the #lightuppurple campaign on October 10th by helping to #makeadifference by standing together to create awareness towards mental health and cyberbullying.

Carol Todd  
Founder, Amanda Todd Legacy Society  
[www.amandatoddlegacy.org](http://www.amandatoddlegacy.org)