



2019 National Injury Prevention Day

Dear Sir/Madam:

July 5, 2019 will mark the 3rd annual **National Injury Prevention Day (NIPD)**: a day to raise awareness around the importance of injury prevention and aid Canadians to live long lives to the fullest through education and advocacy.

Injury prevention is critical to saving lives: Did you know that injury is the No. 1 cause of death of Canadians ages 1 to 44? Or that injury costs the Canadian economy \$27 billion a year? We know that most injuries are predictable and preventable: We need your help spreading our information on preventing serious injuries on the road, at home, and at play.

Last year we received a tremendous amount of support across Canada. The event garnered more than 33 million social media impressions, raising awareness about why injury prevention is a critical health issue.

This year, some of the confirmed landmarks that will be lighting Parachute “green” in honour of NIPD are:

- Charlottetown City Hall, Charlottetown, P.E.I
- Truro Library, Truro, NS
- Kingston City Hall, Kingston, ON
- Peace Bridge, Fort Erie, ON
- 3D Toronto Sign, Toronto, ON
- CN Tower, Toronto, ON
- Ripley's Aquarium of Canada, Toronto, ON
- Toronto City Hall, Toronto, ON
- Mississauga Clock Tower, Mississauga, ON
- 3D Hamilton Sign, Hamilton, ON
- Dufferin Avenue Building, London, ON
- Fountain at the Forks, London, ON
- JA Taylor Building, London, ON
- London Convention Centre, ON
- London City Hall, London, ON
- London Life Building, London, ON
- Caesars Windsor, Windsor, ON
- Prairie Wind River Landing, Saskatoon, SK
- SaskTel Centre, Saskatoon, SK
- Calgary Tower, Calgary, AB
- Telus Spark, Calgary, AB
- Galleria Trees on Stephen, Calgary, AB
- Civic Plaza, Surrey, BC
- Vancouver City Hall, Vancouver, BC
- Science World, Vancouver, BC
- Canadian Place Sails of Light, Vancouver, BC
- Fitzsimmons Creek Bridge, Whistler, BC
- BC Parliament Building, Victoria, BC
- Calgary Tower, Calgary, AB

The Parachute team would be delighted if you could participate and light up green in honour of [National Injury Prevention Day](#) on July 5, 2019.

Date: July 5, 2019

Colour: Green RGB 186, 207, 67

Organization: Parachute

Check [out more information on our NIPD light-ups, including an image gallery of the 2018 light-ups across Canada.](#)

National Injury Prevention Day has been accepted and recognized by **Health Canada**

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 – 44, where **one child dies every nine hours**. The financial toll is staggering, with injury costing the Canadian economy \$27 billion a year. Through education and advocacy, Parachute is working to save lives and create a Canada free of serious injuries. For more information, visit us at parachutecanada.org and follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

Any questions? Contact:

Resie Manga

Communications Assistant

Parachute

rmanga@parachutecanada.org

(647) 776-5109