



Press Release

Amanda Todd Legacy with support from the World Federation of Mental Health invites you to: 'LIGHT UP PURPLE' FOR WORLD MENTAL HEALTH DAY

Date: Friday, October 10, 2014
Times: 24 Hours in every time zone

Cities in Canada and around the world on October 10th:
Share awareness for World Mental Health Day.

About: 'Light Up Purple' on World Mental Health Day

The [Amanda Todd Legacy Society](http://www.amandatodlegacy.org) with support from the World Federation of Mental Health, invites you to participate in the 2nd annual "Light up the World in Purple" campaign to recognize the importance of Mental Health Wellness and the de-stigmatization of the issues that surround mental illness.

Buildings and structures will SHINE PURPLE that will help create awareness for World Mental Health Day and support Amanda's Legacy in promoting discussions surrounding mental health issues, digital safety, cyberbullying and exploitation.

In addition to the lighting up of landmark buildings, fountains and bridges, there will be people wearing purple and creating purple activities to increase the important conversations.

Carol Todd, Founder - Amanda Todd Legacy Society

<http://www.amandatodlegacy.org>
<http://lightuppurple2014.weebly.com/>

For updates and to upload photos for LUP 2014: #lightuppurple
Twitter - @AToddLegacy,
Instagram - amandatodlegacy

For more information, email to: amandatodlegacy@gmail.com

