



## World Suicide Prevention Day Press Release

### Record-Breaking 100,000 ribbons distributed for World Suicide Prevention Day

**September 7, 2016 (Waterloo, ON):** On September 10th, 2016 people will gather in communities across Canada and over 50 countries around the world to show their support to recognize World Suicide Prevention Day. Since 2003, WSPD has publically brought the need for suicide awareness and a greater commitment to suicide prevention to the world stage. On World Suicide Prevention Day, we are reminded that by **connecting, communicating, and caring**, each one of us can save lives.

It is estimated that each day in Canada, 11 people will end their life and 210 will attempt to. Suicide occurs across all age, economic, social and ethnic boundaries. The pain that leads individuals to take their lives is unimaginable. Their deaths leave family and friends bereft and their communities impacted.

On September 10th, the Canadian Association for Suicide Prevention [CASP] invites all communities in Canada to find at least one way of connecting to World Suicide Prevention Day. Your efforts will shine a light on this important issue, sending a message to those who are despairing, those who are grieving and those who are supporting someone who is struggling and remind us all that there is **help, hope and people who care**.

“This year CASP has coordinated a large national effort including an electronic toolkit and the distribution of the first 100,000 internationally recognized World Suicide Prevention Day ribbons” said Tana Nash, Executive Director of CASP.

CASP Board President Renée Ouimet goes on to say: “We were concerned getting 100,000 ribbons distributed across Canada might be an overwhelming goal – instead we’ve been overwhelmed by the response.”

On September 10th, the Canadian Association for Suicide Prevention invites you to **BE ONE** in your community and **BE ONE** with the world.

**BE ONE** who speaks up. Visit the Canadian Association for Suicide Prevention Facebook page and join us on Twitter @CASP\_CA for ways that you are helping to share the message of WSPD through social media.

**BE ONE** who wears a ribbon. **BE ONE** of 100,000 Canadians to wear the new international suicide awareness ribbon. The beautiful orange and yellow ribbon gives a voice to promoting informed communities that create dialogue around supporting those at risk, and promoting resiliency and wellness.

**BE ONE** who lights a candle. By lighting a candle and placing it near a window at 8:00 p.m. on September 10th, the candle will be a beacon of caring and compassion, which illuminates the need for suicide awareness and prevention. The candle also recognizes those who have been bereaved by suicide and for the survivors of suicide.

**BE ONE** to make a difference.

To find an event in your community or to post an event, visit <http://suicideprevention.ca/wspd/>

Download posters and images at <http://suicideprevention.ca/wspd/>

[www.suicideprevention.ca](http://www.suicideprevention.ca)      @CASP\_CA      #WSPD

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