

**MEDIA ALERT**

News Assignment, Sports & Lifestyle Editors

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**Award Winning Your Life Counts Launches**

**Your Life Counts Alliance and Reasons to Live Campaign**

***-- fund raising goal set at \$3 million --***

**WHAT:** A news conference to announce the *Your Life Counts Alliance* and kick off of the *2014 Reasons to Live Campaign*, designed to raise a goal of \$3 million in funding to build operational capacity of the Your Life Counts organization.

**WHY:** *The Your Life Counts Alliance* will see an initial four Canadian organizations join forces to save lives and provide ongoing support to communities, families and friends struggling with life. Your Life Counts (YLC), a registered Canadian charity since 2000, joins *Canadian Veterans Advocacy*, *Survivors of Suicide Loss* and *Stop Concussions*, in an effort to strengthen prevention, intervention and postvention services to ensure training and funding to rescue lives from suicide, reconnect people with hope and help them find and embrace their reasons to live.

Additionally Kevin Bolibruck, YLC Chair and former Team Canada Captain will announce a Power Team of NHL players, other athletes and business people who will encourage community, corporate and individual support of YLC's Online Lifeline, extensive web resources and programs. [Reasons to Live Campaign](#)

**WHO:** Rory Butler, Your Life Counts founder and CEO

Kevin Bolibruck, Your Life Counts Board Chair

Michael Blais, Founder of Canadian Veterans Advocacy

Penny Knapp, Founder of Survivors of Suicide Loss

Jens Casten, Stop Concussions

**WHEN:** February 3, 2014 9:00 -10:00 a.m.

**WHERE:** Tim Hortons Theatre, Hockey Hall of Fame, 30 Yonge Street, Toronto, Ontario.

### **About The Organizations**

[Your Life Counts](#) has the endorsement of The Mental Health Commission of Canada among others and had a catalytic [role](#) in the initiation and development of federal Bill c300 working with Harold Albrecht MP and other Parliamentarians. CRA # 13589-1257-RR0001

#### **Canadian Veterans Advocacy**

The [Canadian Veterans Advocacy](#) is based in Niagara Falls Ontario is a voice for Canada's sons and daughters who serve in harm's way. In the past 3 months Canadians have reeled at the news that 9 Canadian military personnel have died by suicide. Grieving military families turn to groups like the CVA while the government delays in promises, staffing and funding. To that end, the Your Life Counts Alliance, recognizing the urgent need of the grieving military community for immediate support is establishing a Military Directorate which will be developing new resources based on the proven YLC approach in consultation with our own world class brain trust of advisors within and out with the Military led by CVA.

#### **About Survivors of Suicide Loss**

Based in London, Ontario, [Survivors of Suicide Loss](#) is headed by Penny Knapp. The Knapp's lost their son Nicolas to suicide in 2007. Trained by Living Works, Penny Knapp is a popular speaker and supporter of hundreds of grieving family members. Through the Your Life Counts Alliance Penny Knapp and CVA President will expand the reach of Survivors of Suicide to the general population and also a dedicated , tailored for isolated and forgotten Canadian military family members and friends.

#### **Stop Concussions**

[Stop Concussions](#) is a not for profit organization bringing awareness and education to the consequences of trauma and neurotrauma. [Keith Primeau](#) and [Kerry Goulet](#) are co-founders who have experienced concussions throughout thier careers. Kerry is one of the most respected non medical experts on concussion in North America.

## **Living Works**

Special announcement from [Living Works](#)

## **Agenda**

Welcome (moderator) 1 minute  
Rory Butler 3 minutes  
Q&A 2 minutes  
Stop Concussions 3 minutes  
Q&A 2 minutes  
Survivors of Suicide Loss 3 minutes  
Q&A 2 minutes  
Canadian Veterans Advocacy 3 minutes  
Q&A 2 minutes  
Kevin Bolibruck 3 minutes  
Q&A - 2 minutes  
Rory- 2 minutes  
Moderator thank you 1 minute - open to media