

Dear Business,

International Overdose Awareness is observed during August of each year, a global event is held on August 31st. The month-long observation aims to raise awareness of overdose and reduce the stigma of substance use disorder. It also acknowledges the grief felt by families and friends who have lost loved ones and/or those that have suffered a permanent overdose injury. As a result of Covid, we are not able to do in person events this year. Instead, we have collaborated with several other nonprofits and have come up with Light Our Country Purple instead of in person events.

New CDC data shows America's number of fatal drug overdoses hit a record high last year, reversing progress made in 2018—and public health experts fear the situation will only get worse amid the country's coronavirus epidemic. Data from ambulance teams, hospitals, and police reports demonstrate that suspected overdoses nationally jumped 18 percent in March, 29 percent in April and 42 percent in May.

We are asking for support beginning on Friday, August 29th, Saturday the 30th and Sunday the 31st. We ask businesses to show their support to help bring awareness, save lives and honor the lives lost by turning their homepage purple, openly displaying purple hearts, balloons, ribbons, wearing Overdose Awareness stickers, purchasing, or creating Overdose Awareness 2020 signs and posters or light-up the front of your business in purple lights.

The names of participating businesses will be added to the Light Our Country Purple website, www.lightourcountrypurple.com for all to see that they are playing a part in preventing substance use disorder, helping to erase the stigma millions suffer and honoring all the loved ones lost to this incredibly unforgiving disease.

You can purchase an array of items by visiting the website link below and selecting the “purple merchandise” page. All proceeds go to the 501c3 Moms Against Drugs (tax ID 84-3330605).

Please visit the Light Our Country Purple website and visit the memorial wall. These are just a small portion of the loved ones lost to this world, all deeply loved and dearly missed. Thank you for making a difference, being a voice for the voiceless loved ones no longer here and for all who struggle to live life without them.

Sincerely,

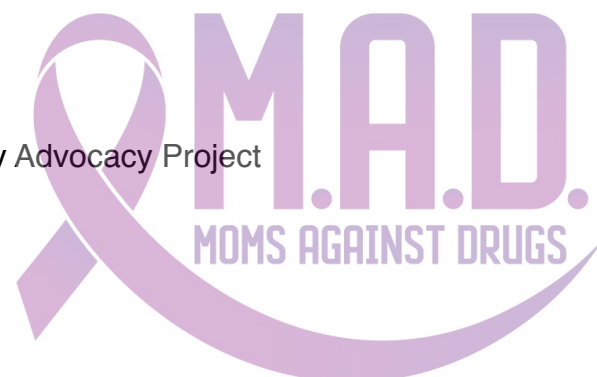
M.A.D. (MOMS AGAINST DRUGS)

Humanizing Addiction

Can You See Me Now

Drug Epidemic Awareness Walks Across America Recovery Advocacy Project

Foundation for Recovery TINHIH



A story told is a life lived.