MEDIA ADVISORY

BC PLACE GLOWS "PURPLE" THIS SUNDAY FOR WORLD ELDER ABUSE AWARENESS DAY

Vancouver, BC: BC Place will glow purple on Sunday to help create awareness for World Elder Abuse Awareness Day (WEAAD). Elder abuse is a global social issue which affects the health and human rights of millions of older persons around the world. WEAAD is recognized by the United Nations as the one day in the year when the whole world voices its opposition to the abuse and suffering inflicted on some of our older generations. Visit www.un.org/en/events/elderabuse/ for more information.

BC PLACE NORTHERN LIGHTS DISPLAY GLOWING "PURPLE"
FOR WORLD ELDER ABUSE AWARENESS DAY

Date: Sunday, June 15, 2014
Time: Sunset to 11:00PM

About the 'Northern Lights' at BC Place
The stadium roof façade – known as the Northern Lights Display - uses 1700 'ETFE' panels, stacked four rows high, and 6,800 linear feet of energy-efficient LED lights to create customizable lighting displays. BC Place has used the entire roof to promote specific events, create seasonal displays and raise awareness for community and charitable organizations.

About BC Place
BC Place Stadium is the largest multipurpose venue of its kind in the province of British Columbia. An architectural signature for the province, BC Place hosts sports, exhibition and entertainment on a year-round calendar of live events. BC Place is proud to be home to the BC Lions Football Club, Vancouver Whitecaps FC and the BC Sports Hall of Fame. For more information, follow @BCPlace on Twitter or visit www.bcplace.com

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Media Contact
Duncan Blomfield
Marketing & Communications Manager, BC Place
Tel: (604) 661-7360 Email: DBlomfield@bcpavco.com