

MEDIA ADVISORY

BC PLACE GLOWS PURPLE FOR LAUNCH OF THE 2014 PROVINCIAL EATING DISORDERS AWARENESS CAMPAIGN

Vancouver, **BC**: The Northern Lights display at BC Place will be glowing purple on Friday, February 7, to support the launch of the 2014 Provincial Eating Disorders Awareness (PEDAW) campaign, titled 'Love our bodies, love ourselves'.

Lighting Dates: Friday, February 7, 2014

Lighting Times: MORNING 6.00AM to sunrise EVENING Sunset to 11:00PM

About the Provincial Eating Disorders Awareness (PEDAW) campaign

The Provincial Eating Disorders Awareness (PEDAW) campaign is a BC province-wide effort to raise awareness around prevention and early intervention of eating disorders as well as media literacy, resiliency, building healthy body image and self-esteem. The initiative is led by Jessie's Legacy Eating Disorders Prevention Program at Family Services of the North Shore in collaboration with Kelty Mental Health Resource Centre, Looking Glass Foundation, St. Paul's Specialized Adult Eating Disorder Program, BC Children's Hospital Eating Disorders Program, Healthy Minds, Healthy Campuses and Project True. For more information, visit www.jessieslegacy.com or contact pedaw@familyservices.bc.ca

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, exhibitions 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 updates and information about BC Place, follow @BCPlace or visit www.bcplace.com.

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