MEDIA ADVISORY

BC PLACE GLOWS "PURPLE" THIS SATURDAY FOR INTERNATIONAL SCHIZOPHRENIA AWARENESS DAY

Vancouver, BC: BC Place joins other Canadian landmarks, including the CN Tower and Niagara Falls, in lighting up purple on May 24 to celebrate and create awareness for International Schizophrenia Awareness Day. The BC Schizophrenia Society (BCSS) is asking everyone to show support for the 40,000 British Columbians living with schizophrenia by showing their true colours on May 24 – as long as that colour is purple! Visit http://www.bcss.org/ for more information.

BC PLACE NORTHERN LIGHTS DISPLAY GLOWING "PURPLE" FOR SCHIZOPHRENIA AWARENESS

Date: Saturday, May 24th, 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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