



OCT 25, 2024

DRESS PURPLE DAY



Every October, Children's Aid Societies across Ontario raise awareness about the important role that individuals and communities play in supporting vulnerable children, youth, and families through the provincial Dress Purple Day Campaign.

8,000

families helped each year in Peel

99%

of our work is done with children, youth and families in their own homes

186%

increase in requests for counselling services at Peel CAS

81

programs delivered to youth through our Trailblazers Youth Centre (life skills, financial literacy, wellness, culture, sports, education)

389

families received early help by connecting with community resources

915

children and families received help through our ethno-cultural programs rooted in the family's cultural heritage

1,200

children and youth received gifts and toys for the holidays

HOW CAN YOU HELP?

Wear purple on October 25 and share photos or videos of encouragement on social media with the **#IDressPurpleBecause** to show children, youth, and families who are facing challenges that they are not alone and there is a network of support out there to help them.



Companies like Brar's Foods, Eva's Chimney Cakes and others will participate by donating a portion of proceeds from their sales on October 25. Are you a caring company who would like to make a difference? Email us at peelcas@peelcas.org



PEELCAS.ORG/DRESSPURPLE



@PeelChildrensAid



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*Help Pee!
Go Purple!*