



WHAT IS “LIGHT THE TOWN PURPLE”?

Throughout Suicide Awareness Month in September, local businesses and households are invited to shine a purple light as a visible reminder that hope matters, help is available, and our community supports brain health and suicide prevention.

HOW DOES IT WORK?

STEP 1 : Buy Your Bulb

Starting August 10th through September 9th, community supporters and households can purchase a purple light bulb at The Luverne Area Chamber of Commerce (*Courthouse Square, 213 E Luverne St*). Supporters will be given the opportunity to make an additional free will donation that helps provide financial support for individuals needing access to brain health and counseling services.

Payment Options:

- Cash
- Check
- Credit Card

Cost of Purple Light Bulb: \$10 per bulb + optional free will donation

•*If unable to travel a special request to have your purple light can be made to be delivered by volunteers.*

STEP 2 : SHINE PURPLE ALL SEPTEMBER

Participants commit to:

- Displaying the purple light throughout September
- Shining the light nightly when possible
- Helping spread awareness in the community by sharing participation on social media with #LIGHTUPLUVERNE

Businesses are encouraged to light their business purple and make a business-wide donation towards the GAP Fund.

- Display event flyer in their business (attached)
- Share participation on social media #LIGHTUPLUVERNE
- Encourage employee and customer involvement

WHY IT MATTERS

Every purple light represents:

- Hope for someone struggling
- Support for suicide awareness
- Compassion for families affected
- Access to mental health resources through the GAP Fund

Together, we can create a powerful visual reminder that no one is alone.

Change a bulb. Change a life.

Together, We Can Light the Way for Hope & Healing.

CONTACT INFORMATION

For questions related to this event please contact:

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