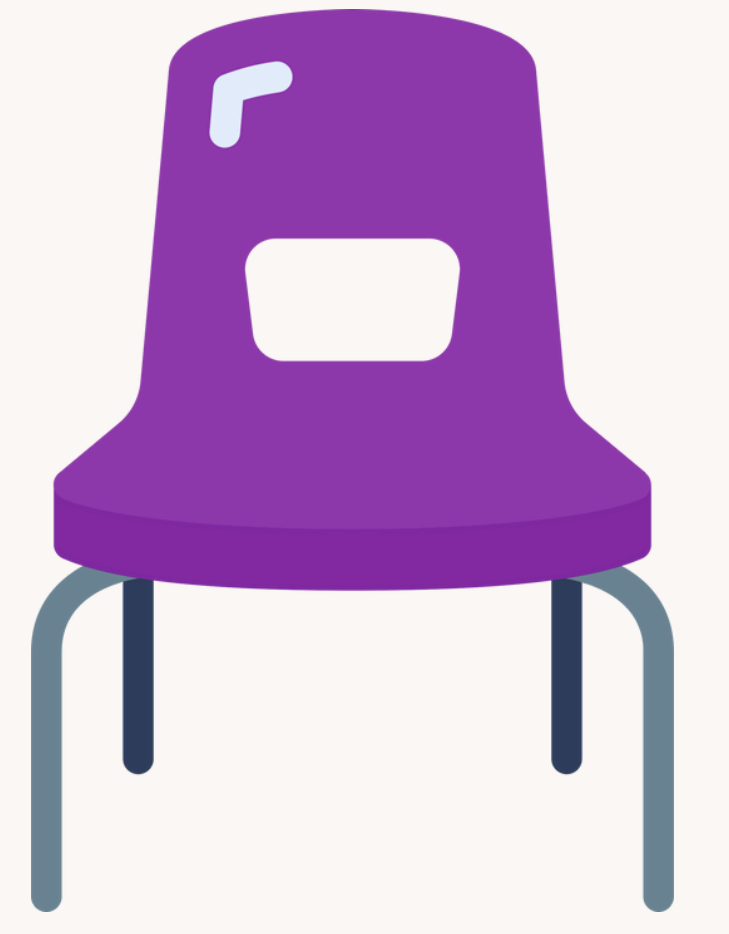


North Shore Purple Chair Campaign



Here's some more info about the North Shore Purple Chair Campaign, it's history, and what's involved.

What is the Purple Chair Campaign?

A North Shore-wide initiative to raise awareness about the toxic drug crisis, promote harm reduction, and reduce stigma around substance use. Each purple chair represents a life lost in our community and serves as a powerful public reminder of the ongoing crisis. Displayed in parks, community centres, and public spaces, the chairs spark conversation and honour those we've lost.

When should we do it?

August 31 is International Overdose Awareness Day and the ideal time to take part in the Purple Chair Campaign. However, the campaign is ongoing year-round. Some choose to paint and display chairs during the summer, fall, or to align with local events. You can join anytime, individually or through a community painting event.

Who can do it?

Anyone can take part in the Purple Chair Campaign, individuals, non-profits, businesses, schools, faith groups, and local governments. You can host a chair at your workplace, in a public space, or in front of your building. Participation is non-financial; all that's asked is a commitment to helping raise awareness and keep the memory of those lost visible in our community.

Why should we do it?

We do this to remember the lives lost, to raise awareness of the toxic drug crisis, and to spark meaningful dialogue and action. These chairs serve as a visible reminder that behind the statistics are real people, families, and communities. By participating, we affirm that every life matters and that stigma, silence, and inaction are not acceptable responses to the overdose crisis.

Send us your photos!

We're creating a gallery of Purple Chairs to highlight the collective impact of the campaign and honour lives lost to the toxic drug crisis. If you'd like your chair featured, please send a photo to northshorehomelessness@gmail.com. You can also tag us on social media:

@nshomelessness on Instagram and Twitter/X.

