

June 19, 2025

The Honourable Peter Brown, Mayor of Airdrie
and Members of Airdrie City Council
c/o Legislative Services 400 Main Street SE
Airdrie, AB
T4B 3C3

Dear Mayor Brown

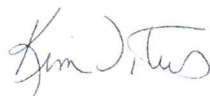
We are the Thumbs Up Foundation. Thumbs Up was created because of our son Braden's suicide in September 2015. We founded Thumbs Up to advocate for the need for heightened synchronicity between resilience and brain health between health providers and citizens. It is our desire to help *"increase unity in our Community"* through increased education and awareness as well as improved relationships between various strategic partners. Our mission is to create a *"Zero Suicide"* model – BY Airdrie IN Airdrie FOR Airdrie – and all that that entails.

The Thumbs Up Foundation would be honoured if you would once again sponsor an official proclamation in September of 2025. It is our desire to continue to move the focus from mental health and addiction awareness to brain health and resiliency awareness. As a result, we respectfully ask The City of Airdrie to recognize September 2025 as *"Resiliency Awareness Month"* in Airdrie. Declaring September as such will help add additional awareness as well as be highly supportive of our Peace in the Park Music Festival for Healers, Helpers and Heroes in Nose Creek Park, September 20, 2025.

Your proclamation would lend official recognition to the important work of educating the public on the importance of brain health and how it pertains to personal resiliency as well as emphasize your personal commitment to increasing such awareness. I have enclosed a sample proclamation which may help your office compose the appropriate proclamation for Airdrie.

If you, or your staff, have any questions concerning our request or the sample proclamation, please call me at 403-948-3349 or email me at kim@thethumbsupfoundation.com. I will follow-up with your office on this request in the next few days. As always, we appreciate your support. Thank you for consideration on this special request.

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Titus".

Kim Titus, Director
Advocating Positive Change for Mental Health

WHEREAS there is a need to advocate for the reality that all people can develop resilience through increased personal awareness, knowledge and understanding of brain health and the role it plays and how imperative it is to the well-being of All;

AND WHEREAS we need to come together to increase the level of this leading edge knowledge, understanding and awareness in our City;

AND WHEREAS we need to create better synchronicity between resiliency and brain health with our Health Providers and Citizens through Awareness and Education;

AND WHEREAS there is a need to ensure this pioneering research is being represented equally in services and facilities in our City;

NOW THEREFORE be it resolved that Airdrie City Council hereby proclaims September as: “**Resiliency Awareness Month**” in Airdrie and asks all Airdronians to focus on discussing, addressing and experiencing opportunities that promote good brain health through increased brain knowledge and understanding.

Signed and sealed this 2nd day of July, 2025

Mayor Peter Brown