



EVENT OVERVIEW

The Be Brave Luncheon is a significant annual event in Edmonton, which raises funds for the Little Warriors Be Brave Ranch. This facility is the first of its kind dedicated to helping children recover from the damaging effects of sexual abuse.

Date: Wednesday, May 3rd, 2017

Time: 11:30 am – 1:30 pm

Location: Shaw Conference Centre, Hall D
9797 Jasper Ave. NW
Edmonton, Alberta T5J 1N9

PROGRAM FEATURES INCLUDE:

- A three-course lunch featuring a tasty appetizer, a mouthwatering entrée and a delightful dessert
- Your chance to hear Jean-Paul Bédard, an author, activist and athlete who infuses his speeches with humour and emotion. Jean-Paul is one of the 50 most influential Canadians, as named by the Huffington Post
- An important presentation about the pervasiveness of sexual abuse in our community and the vital work that Little Warriors is doing to prevent it
- More information about the Be Brave Ranch. You'll see how it is helping survivors of child sexual abuse to heal and grow into healthy adults

ABOUT JEAN-PAUL BÉDARD

Jean-Paul Bédard is an author, advocate, and elite endurance athlete. He is also a survivor of childhood sexual abuse and has battled addiction and mental health issues.

He uses his profile as a public speaker for the good of others, and speaks openly about being a survivor of childhood sexual abuse. A veteran of over 130 marathons and ultra marathons, Jean-Paul received the “Golden Shoe Award” as the 2015 Canadian Runner of the Year.

Jean-Paul’s bestselling book, *Running Into Yourself*, was released earlier this year by Breakaway Books of New York.

He also writes for the Huffington Post and publishes his own blog, breaththroughthis.com, where you can read about his incredible journey and resilient spirit.

Jean-Paul is a popular public speaker. He brings humour into his talks as he speaks candidly about coming to terms with serious issues such as addiction, depression, and trauma. He passionately believes life is not about “what happens to us”, but about “what we do with what happens to us.” His is a message of hope, strength, and resiliency.

Jean-Paul’s website: www.runjprun.com



WHY THE BE BRAVE LUNCHEON?

Every single dollar generously donated at the 2017 Be Brave Luncheon will go directly to fund treatment programs for children at the Little Warriors Be Brave Ranch. Little Warriors receives no government funding and so, as a charitable organization, the Little Warriors Be Brave Ranch relies on the kindness of donors to allow our work to continue.

WHO ATTENDS?

This community event brings together approximately 1000 professionals, community leaders, supporters and members of the media.

To see photos from last year's event, view the Little Warriors 4th Annual Be Brave Luncheon album on the Little Warriors' [Facebook page](#).

WHY SPONSOR THIS EVENT?

We hope that you will step forward and make a huge difference by being a sponsor! By pledging your support, you will be helping to protect the vulnerability of the community's most vulnerable young people. Other reasons for sponsorship are:

- Allow the important work of Little Warriors and the Be Brave Ranch to continue
- Help protect the well-being of our community's most vulnerable young people
- Enhance your company's image as a community-minded organization
- Spread awareness of your brand among an audience of key business and community leaders
- Gain valuable media exposure

DID YOU KNOW?

- **1 in 3 girls and 1 in 6 boys under the age of 18 will experience an unwanted sexual act**
- **95% of child sexual abuse victims know their perpetrator**
- **The cost of child sexual abuse in Canada is over \$3.6 billion annually**