



'23 Butterfly Ball

Greetings,

I appreciate you taking the time to read this as I know we are all busy with our day-to-day lives, thank you. For those of you that are unaware, my family lost our youngest daughter 7 years ago to suicide. Samantha was 15 years old at the time and had been a victim of bullying at school.

In order to learn more about Sam and her Foundation, please take a moment to listen to a 2 minute recap of the [keynote address](#) from last year's Gala or watch the [full speech here](#).

The Samantha Mason Foundation was created to work with Canadian youth, particularly those in crisis, and to help them receive the support needed to retake control of their lives and ensure positive outcomes. The Foundation also works to educate and to challenge adults and youth alike to choose empathy and action over silence, and to live their lives with purpose.

Last spring, the Samantha Mason Foundation held its [inaugural Gala](#), hosting over 900 people at the RBC Convention Centre. Thanks to the tremendous love, support, and generosity of our industry friends, we raised more than \$300,000 for [LiveDifferent](#). Throughout the evening, 90 tables pledged their support for next year's event by lighting up Samantha's "Butterfly Tree".

The 2023 Samantha Mason Foundation [Butterfly Ball](#) masquerade will take place April 26, 2023, at the RBC Convention Centre, and it promises to be even bigger and better than last year's event.

Justin Couture is once again leading room design so you can expect another breathtaking event. Our great friend Ace Burpee remains in control of the microphone as MC, ensuring a perfect balance of gravity, thoughtfulness, and levity as only Ace can deliver, and we're expecting a sold out room of 1,500 incredible advocates for our youth.

As well this year, in addition to funding LiveDifferent's Youth programming, proceeds will go to support the [Toba Centre](#) for Children and Youth, helping to ensure that "every victim of child abuse and every child witness to violence is heard, helped, and healed."

We're hoping you can join us for the 2023 Butterfly Ball and promise you an incredible night out! Please visit the [Samantha Mason Foundation website](#) for sponsor information and tickets.

Best Regards,

Brad Mason

On behalf of the Samantha Mason Foundation

