



Green Shirt Day - April 7, 2021

Green Shirt Day Resources for Businesses, Teams, Clubs, & Organizations

In April 2018, Canadians rallied together in support of the victims, survivors and families of the tragic Humboldt Broncos bus crash that took place in Saskatchewan. Many Canadians took part by placing hockey sticks in front of their homes and businesses and wearing their jerseys.

In 2019, the family of Logan Boulet held the first annual national Green Shirt Day in honour of their son Logan and the Bronco family. They aimed to increase awareness about the importance of organ donation and honour Logan's precious gift. This highly impactful annual campaign is known as Green Shirt Day and takes place on April 7.

Weeks before Logan Boulet was fatally injured in the Broncos bus crash, he had registered his decision to be an organ donor and discussed his wishes with friends and family. The 21-year old defenseman helped six lives live on through his generous gifts. In the weeks that followed, Logan's story inspired almost 150,000 Canadians to become registered organ donors. This became known as the "Logan Boulet Effect". Today, the Boulet family continues to champion that spirit of giving through Green Shirt Day ([greenshirtday.ca](https://www.greenshirtday.ca), #GreenShirtDay #LoganBouletEffect #TogetherStrong).

We hope you will join the Canadian organ and tissue donation community in championing this movement of hope and inspiration by wearing green on April 7. This Green Shirt Day toolkit includes helpful resources and information.

Find out more about Green Shirt Day online at [greenshirtday.ca](https://www.greenshirtday.ca). To find out more about organ donation in each province, [Register Online](#).

Thank you for your support!

Why Green Shirt Day?

- In 2018, Canadians were inspired to rally together in support of the Humboldt Broncos following the tragic bus crash.
- Logan Boulet, a 21-year-old defenseman, was one of the Humboldt Broncos players who did not survive the crash. He had registered as an organ donor on his birthday just weeks before the tragic crash and had spoken to his father about his wishes a year prior. Logan was able to help six lives live on through organ and tissue donation.
- Though other victims of the Humboldt crash may have wished to become donors, only Logan died in such a way that allowed for donation to be possible.
- As news spread of Logan's selfless act, thousands across the country and world were inspired to register their own intent to become organ donors.
- Almost 150,000 Canadians registered to become organ donors in the weeks following the tragedy. This became known as the "Logan Boulet Effect".
- To date, this is the largest number of Canadians registering as organ donors due to one event or person.
- 90% of Canadians say they support organ donation. But only 32% have registered their decision. Together, we can change that.
- On April 7, the anniversary of the day Logan Boulet became an organ donor, Canadians recognize Green Shirt Day by wearing green and talking about the powerful impact of organ donation.
- The Broncos' team colours are green and gold. Green is the colour of organ donation awareness.
- The purpose of Green Shirt Day is to honour and remember all the victims and families involved in the Humboldt tragedy, as well as to continue Logan's legacy of inspiring Canadians to register as organ and tissue donors so even in tragedy, lives can be saved.
- Green Shirt Day shows that there is always hope, even in the most tragic situations.
- Green Shirt Day is an opportunity for Canadians to show their support to the Humboldt Broncos and to donor families everywhere.
- Visit [Greenshirtday.ca](https://greenshirtday.ca) for more information.
- Each province in Canada has a different way to register one's intent to become an organ and tissue donor. Visit <https://greenshirtday.ca/register/> to learn more.

What is the Logan Boulet Effect?

Logan Boulet registered his decision to be an organ donor just weeks before his passing in the tragic Humboldt Broncos bus crash in April 2018. Logan was inspired to take action by his coach and mentor, Ric Suggitt, who had died on June 27, 2017 and had become an organ donor himself.

After Logan registered his decision, he took the wise and necessary step of sharing his decision with his friends and family. The act of registering his choice and sharing that decision with his loved ones helped prepare them to make the heart-wrenching decision to allow Logan's organs to be donated for transplant.

Logan was able to donate his heart, lungs, liver, kidneys, and two corneas.

His gifts helped **six** people who were waiting for a transplant.

The details of this tragic event have reached a wide audience. Since 2018, "The Logan Boulet Effect" has inspired hundreds of thousands of Canadians to become registered organ donors. Logan's family continues to share their story, making an essential contribution to nationwide public awareness of organ and tissue donation.

Join the Boulet family in spreading the word about the importance of organ donation and honour Logan's legacy by participating in Green Shirt Day on April 7 and National Organ and Tissue Donation Awareness Week (NOTDAW), the last full week of April.

Visit [greenshirtday.ca](https://www.greenshirtday.ca) to learn more about the Logan Boulet Effect and how hundreds of thousands of Canadians have been inspired to become registered organ and tissue donors.

Watch the videos:

The Logan Boulet Effect

[The Logan Boulet Effect](#) (4:34)

[SI TV Presents: The Logan Effect](#) (41:36)

[Logan Boulet Effect touching friends, strangers alike](#) (5:55)

How can you participate in Green Shirt Day?

On April 7, Canadians are encouraged to wear green shirts in support of Green Shirt Day and organ donation awareness.

The main message is one of inspiration and hope. You can help save lives by encouraging people to register online and tell their family.

- Register as an organ donor and tell your family your wishes. Visit <https://greenshirtday.ca/register/> and register in your province.
- Post a selfie or video. Share your story. Share why you are a registered donor and be sure to talk to your family. Get your green on and share with friends, family, or co-workers online.
- Share your support on social media and use #GreenShirtDay #LoganBouletEffect #TogetherStrong
- Wear GREEN on Green Shirt Day and inspire Canadians to do the same. Demonstrate how you wish to honour Logan Boulet and other donors across the country, who have donated organs so that others might live.
- Talk to your family about organ & tissue donation
- Have the Kitchen Table Talk. Challenge your friends to do the same.
- Light up Green – your front door light, stringing green Christmas lights, etc. and post photos and videos!
- Inspire others to register or confirm that they are registered.

Statement of support

Proud supporters of Green Shirt Day

There are 4400 Canadians waiting for an organ transplant. Almost 250 will die this year waiting.

< Name of organization > is committed to making a positive difference to the health and well-being of communities across Canada by rallying in support of organ and tissue donation. We are pleased to recognize Green Shirt Day to help raise awareness about the powerful impact of organ and tissue donation, to honour donors and donor families who have given the generous gift of life, and to encourage Canadians to talk about their decision to become a donor with their families and friends.

Find out how to register your decision to become an organ and tissue donor in your province at greenshirtday.ca/register

Team/Club/Employee announcement ideas

1. April 7 is Green Shirt Day. We would like to ask everyone to wear green to show our love and support to the Humboldt Broncos and in recognition of the Logan Boulet Effect and the importance of organ donation.

2. Hi everyone, just a reminder that Tuesday, April 7th is Green Shirt Day! Please remember to wear your favourite green shirt to show our support to the families who were affected by the Humboldt Broncos bus accident in 2018 and to help keep Logan Boulet's legacy alive by raising awareness about the importance of organ donation. We are excited to see everyone in green online.

3. April 7 is Green Shirt Day in support of organ donation and the Logan Boulet Effect. It has been three years since the Humboldt Broncos bus crash that affected so many people. But that tragedy inspired almost 150,000 Canadians to become registered organ donors all because one of the players, Logan Boulet, was able to help six lives live on by donating his organs. On April 7, wear GREEN to show your support!

Newsletter Write-up

On April 7, Canadians will be participating in the third annual Green Shirt Day. In 2018, the tragic Humboldt Broncos bus crash impacted the entire country. One of the players, Logan Boulet, was able to help six lives live on through organ and tissue donation. His gift showed there is always hope, even in times of great tragedy.

Canadians can participate on April 7 by wearing a green shirt in support of all those affected by the Broncos tragedy, and to honour Logan's legacy of selfless giving. Keep the "Logan Boulet Effect" going. Be inspired to wear green and spread the word about the powerful impact of organ donation.

Share online!

Join the movement online! Inspire the world and show off your green on Green Shirt Day - April 7. Tag your [provincial organ donation organization](#) and use hashtags in honour of Logan Boulet.

#LoganBouletEffect #GreenShirtDay #TogetherStrong

Follow us on social media and spread the message online

Facebook <https://www.facebook.com/Greenshirtday/> Twitter <https://twitter.com/GreenShirtDay>

Instagram <https://www.instagram.com/greenshirtday/> TikTok <https://www.tiktok.com/@greenshirtday>

Conversation Starters

Starting a conversation about death or dying is hard. Most of us avoid talking about sad things but today – Green Shirt Day – is a good day to break the ice. Take a conversation starter home and have the kitchen table talk with your family.

Sharing your wishes about what you want to happen at the end of your life is really important – including your thoughts and decisions about organ and tissue donation.

Having these discussions before a tragedy happens is a gift to you and your family and friends in a time of grief and sadness.

Logan told his dad his wish to be an organ donor if ever anything bad happened to him. Knowing Logan's wishes helped his family support that decision when tragedy struck.

Take it home and talk about it. Here are a few ways to start the conversation about donation:

1. "Have you heard about the Logan Boulet Effect? We talked about it at work/practice today. Even though Logan Boulet died, he helped improve 6 people's lives by donating his organs. People were so touched by his story, almost 150,000 people signed up to be donors..."

2. "Today was Green Shirt Day. Did you hear about Logan Boulet and how he became an organ donor after the Humboldt Broncos bus crash? It was sad. But also inspires hope because he was able to help other people..."
3. "Did you know that today there are about 4,400 Canadians waiting for an organ transplant? A sick person can get better if they get an organ from someone else..."
4. "Do we know anyone who needs or has ever had an organ transplant?"

Additional Resources

Digital assets, posters and other resources for Green Shirt Day can be found at:

<https://greenshirtday.ca/be-inspired/>

Order Official Green Shirt Day shirts at <https://greenshirtday2021.go.customprintcenter.ca/>

Short educational video – Canadian Blood Services’ Learning to Save Lives - organ and tissue donation (1 min 30 sec) [Download](#)

Canadian Transplant Association Resources: <https://www.canadiantransplant.com/resources>

Family Talk English: <https://vimeo.com/265652438>

Donor Appeal English: <https://vimeo.com/266485532>

Family Talk Subtitled: <https://vimeo.com/265652624>

Donor Appeal French: <https://vimeo.com/266671415>

Visit your provincial organ donation organization for additional resources related to organ and tissue donation. Find out how at <https://greenshirtday.ca/register/>