

What the Silver Ribbon Coalition Represents

Worldwide, hundreds of millions of individuals and their families are impacted by the consequences of brain disorders and disabilities. Those of us so affected must speak as one to gain maximum recognition of this.

The Silver Ribbon Coalition represents the combined interests of all those who have a brain disorder or disability. The Coalition's Campaign for the Brain promotes public awareness of the need for emotional, social, governmental, and research support for these individuals through the visibility of the Silver Ribbon.

The Coalition emphasizes that increasing public awareness will result in improved treatments, eventual cures, and decreased stigma for those with brain disorders and disabilities.

History of the Silver Ribbon


The Silver Ribbon Campaign for the Brain was founded in 1993 by Jean Liechty of Newport Beach, California, motivated by her experience of having a son with schizophrenia. In addition to the trauma associated with this serious brain disorder, the Liechty family was subjected to stigma. Jean recognized that creating an awareness symbol for brain disorders and disabilities would reduce stigma and promote research and social support.

History of the Silver Ribbon (continued)

In 1999, a trademark for the Silver Ribbon was issued designating the symbol as officially "PROMOTING PUBLIC AWARENESS OF THE NEED FOR SUPPORT OF PEOPLE WITH BRAIN DISORDERS AND DISABILITIES"

Also in 1999, a drive for a Silver Ribbon Brain Disorders and Disabilities Awareness First Class Postage Stamp was initiated. Over 100,000 letters have been received by the United States Postal Service to date. Hopes are high that a Silver Ribbon Stamp will be approved if the effort to advocate for it is sustained. See our web site www.silverribbon.org for more information.

Since 2000, the Silver Ribbon has become an international endeavor. It is now seen officially in Japan, Mexico, and Singapore, and has been introduced formally to China and India, and informally to countries around the globe.

In 2004, Hal and Patsy Hollister of La Habra, California assumed leadership of the Silver Ribbon Campaign for the Brain, managing it through  **NARSAD Artworks** a non-profit 501 (c) 3 corporation. That same year, "Silver Ribbon Coalition" was established to insure understanding that the "Campaign for the Brain" represents the combined interest of all those who are affected by a brain disorder or disability.

Support the Silver Ribbon Campaign for the Brain

Write a letter requesting a Silver Ribbon First Class Postage Stamp, and also urge Senators, Representatives and other elected officials to write a letter on their letterhead to:

Citizens' Stamp Advisory Committee and
Honorable John E. Potter
Postmaster General Stamp Development
U S Postal Service
1735 North Lynn Street, Room 5013
Arlington, VA. 22209-6432

Promote and Distribute the Silver Ribbon

-  Give Silver Ribbons to medical practitioners.
-  Get your support and advocacy organization involved!
-  Sell Silver Ribbon products at town fairs, markets, or local stores as fundraisers and publicity tools for your organization.
-  Hand out Silver Ribbons to neighbors, friends, members of your religion, hairdressers, grocers, and even strangers to spread the word.
-  Publicize the Silver Ribbon in local community or Homeowner Association newsletters or other forums of public news.
-  Organize and host a Silver Ribbon event for your brain area of interest.