



JACKIE DEAN

Having lost her younger sister, Carla, to suicide in 1993, increasing suicide awareness and prevention is something that's both near and dear to Jackie Dean's heart.

"I feel like I missed the signs of Carla's struggles," says Jackie. "After Carla's death, it took me 18 years to find the Collateral Damage Project. I'm at a point now where I'm ready to bring suicide awareness to the forefront and help others recognize the warning signs. The subject of suicide has been silenced for too long."

For Jackie, joining the Collateral Damage Project's advisory board and being able to share her story with others is an honour.

"I know all too well how losing a loved one to suicide can be so devastating – it's so different from a death of natural causes or accident," says Jackie. "I'm convinced that the trifecta of awareness, discussion and reaching out can detect and prevent suicide. I don't want anyone to experience what I went through for the past 18 years, wondering what I could've said or done differently."

Jackie, a North Bay, Ontario native, has spent the past 10 years working in Canada's booming music industry through the JUNO Awards, The Canadian Academy of Recording Arts and Sciences and Music Canada – a career that Jackie calls both "inspiring and exciting."

"Music can be a powerful vehicle for change," says Jackie. "I think everyone can relate to that goosebump-inducing moment, when you hear a song that captures perfect lyrics and melody – as if it was written just for you."

Before entering the world of music, Jackie first obtained a degree in economics from Wilfrid Laurier University and then achieved her designation as a Certified Management Accountant. Previous work experience includes stints at Ontario Hydro, Pilot Insurance and KPMG.





Jackie is the mother to two children, Jessica and Jake – kids who seem to share her mother’s strong zest for life. You can catch the sibling duo on the daily Treehouse TV reality show, “Are we there yet? World Adventure.” Jackie describes her mom and dad as “the best in the world” with her Afghanistan-serving brother being “pretty great, too.” Furrier family members include four dogs, three rabbits and one cockatiel – all rescued.

And as a former bodybuilder and health nut, Jackie has the brawn and endurance to see the fight for national suicide prevention policies and education through to completion.

“If speaking out about my story and experience helps bring awareness and touches just one person, then I have accomplished my goal,” says Jackie. “I don’t ever want anyone to think they are alone, that they have no one to turn to for help.”

