



P R O C L A M A T I O N

CITY OF NEW WESTMINSTER

**Moose Hide Campaign Day
May 12, 2022**

- WHEREAS** the Moose Hide Campaign is an Indigenous-led, grassroots movement of men, boys and all Canadians standing up to end violence against women and children; and
- WHEREAS** the Moose Hide Campaign was founded along the 'Highway of Tears' in British Columbia in response to the injustices and violence faced by many women and children in Canada, particularly those who are Indigenous; and
- WHEREAS** it is estimated that half of all women in Canada have experienced at least one incident of violence since the age of 16, and this reality is worse for Indigenous women; and
- WHEREAS** the Moose Hide Campaign has distributed nearly three million moose hide pins that each spark five conversations about issues of violence against women and children;
- WHEREAS** wearing the moose hide pin demonstrates a commitment to honour, respect and protect the women and children in your life, end gender-based violence and take meaningful action towards reconciliation with Indigenous peoples.
- NOW THEREFORE** I, Jonathan Cote, Mayor of the City of New Westminster do hereby proclaim May 12, 2022 as

Moose Hide Campaign Day

In the City of New Westminster, Province of British Columbia.

Jonathan X. Cote
MAYOR

