PROCLAMATION

Moose Hide Campaign Day

WHEREAS: The Moose Hide Campaign is an Indigenous-led, grassroots movement of men, boys and all Canadians standing up to end violence against women, children and all those along the gender continuum.

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.

Intimate Partner Violence (IPV) is at epidemic proportions across Canada with more than 4 in 10 women having experienced it in their lifetime, and this reality is worse for Indigenous women who are twice as likely to experience violence from their current or former partners.

The Moose Hide Campaign gives Canadians who are looking to participate in the nation's journey of reconciliation, an accessible and important path forward and an opportunity to help stop violence in our communities once and for all.

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.

The Moose Hide Campaign has distributed over five million moose hide pins that each spark five conversations about issues of violence against women, children and all those along the gender continuum.

THEREFORE: I, Mayor Patrick Brown, on behalf of Brampton City Council, do hereby proclaim May 16, 2024 as “Moose Hide Campaign Day” in the City of Brampton.

Mayor Patrick Brown, City of Brampton