



# PROCLAMATION

**The Corporation of the Town of Niagara-on-the-Lake  
Proclaims May 15, 2025**

## “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; 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,** 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; and

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

**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 toward reconciliation with Indigenous peoples; and

**WHEREAS,** participation in the Moose Hide Campaign is a concrete action for all citizens to address the legacies of colonization, residential schools, and the reality of more than 1,200 missing or murdered women in Canada; and

**WHEREAS,** engagement with the Moose Hide Campaign aligns with the United Nations Declaration on the Right of Indigenous Peoples (UNDRIP), the Truth and Reconciliation Commissions Calls to Action, and the Calls for Justice of the National Inquiry into Missing and Murdered Indigenous Women and Girls (MMIWG2S+); and

**THEREFORE,** be it resolved that I, Lord Mayor Gary Zalepa of The Corporation of the Town of Niagara-on-the-Lake, do hereby declare May 15, 2025, “Moose Hide Campaign Day” in the Town of Niagara-on-the-Lake.

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**Lord Mayor Gary Zalepa**