



Moose Hide Campaign

I recently had the opportunity to spend some time listening and learning about the Moose Hide Campaign from its co-founder, Raven Lacerte and I came away feeling reflective on how we as a membership could participate. Violence against Indigenous women and children is an on-going tragedy. The Moose Hide Campaign is an Indigenous lead campaign that calls on all Canadians to participate. The message is clear, violence impacts all of us and this campaign provides us an opportunity to do the work by spreading and sharing the medicine of the Moose Hide pins.

I have ordered pins for each of our members and am hopeful they will arrive in time to your sites prior to May 11th. However, if they do not, please consider continuing to wear them following this date. The data shows that just 1 Moose Hide Pin prompts 5 conversations about violence against women and children. That means our membership has the potential to evoke 5,000 conversations about this important issue.

For more information on this campaign and to register to participate in the virtual ceremonies please visit:
<https://moosehidecampaign.ca/>

In solidarity,

Taylor Holoboff
CUPE 1260 President



Register at:



Ways to participate:

- Wear your Moose Hide pin.
- Participate in the fast to end violence with thousands of other Canadians on May 11th.
- Participate in the walk to end violence against women and children on your lunch break with colleagues or on your own.
- Attend the virtual Fast-breaking Ceremony on May 11th at 5:15 p.m.
- Have conversations with your peers and loved ones about your Moose Hide pin and what it represents.

MOOSE HIDE CAMPAIGN DAY
TAKE ACTION ◆ **MAY 11, 2023**

