



Dear Mayor DeBoon,

Canada continues to face a devastating crisis of Intimate Partner Violence (IPV). Over 4 in 10 women in this country have experienced IPV in their lifetime — and Indigenous women are twice as likely to be affected. This national epidemic calls for courageous leadership and collective action.

The **Moose Hide Campaign** is an Indigenous-led grassroots movement of men and all Canadians standing up against violence towards women and children. By wearing the free gift of Indigenous medicine — **the moose hide pin** — individuals make a personal and public commitment to honouring and respecting the women and children in their lives.

Last year, mayors from coast-to-coast-to-coast, including Ottawa's Mark Sutcliffe, Toronto's Olivia Chow, Edmonton's Amarjeet Sohi, Halifax's Mike Savage, and Saskatoon's Charlie Clark participated by issuing proclamations, ordering pins, and sharing messages of support.

**We invite you to join us this year for Moose Hide Campaign Day on Thursday, May 15, 2025.**

#### **How You Can Provide Leadership:**

##### **1. Proclaim May 15 as Moose Hide Campaign Day**

Use the prepared [Proclamation Template](#) to declare May 15 a day of awareness and action in your municipality.

##### **2. Invite staff to register for Moose Hide Campaign Day**

Encourage participation in our national day of ceremony and learning, featuring Indigenous-led workshops and teachings from Knowledge Keepers across the country. Registration is free at [moosehidecampaign.ca/campaignday](https://moosehidecampaign.ca/campaignday)

##### **3. Order Moose Hide Pins**

Request a supply of moose hide pins for yourself and your council or staff [here](#), and wear them in your community and in meetings throughout May (and beyond!).

##### **4. Share Your Commitment**

Whether on social media, in council meetings, or in your own way — share why this movement matters to you. Your leadership helps normalize conversations about violence prevention and reconciliation.

Now more than ever, Canadians need our leaders to stand together and declare that violence has no place in our communities. Your participation in Moose Hide Campaign Day is a powerful step toward collective healing, education, and meaningful change.

**Please reply to this message to confirm your participation, request pins, or receive the proclamation file and digital assets.**

Thank you for your continued support and leadership.

Mussi Cho,

Raven Lacerte

Raven Lacerte  
Co-Founder & Executive Director

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