

NEWS RELEASE

Ladysmith crosswalk to be painted the colours of diversity

Ladysmith, June 8, 2017 – Ladysmith Town Council has voted to install a colourful rainbow crosswalk at Gatacre Street and 1st Avenue. The crosswalk is intended as a show of support for the LGBTQ community and a celebration of Ladysmith’s commitment to diversity.

“Ladysmith Council unanimously approved this wonderful project because we are proud to embrace diversity in all its forms, both practically and symbolically,” said Ladysmith Mayor Aaron Stone. “Not only will the crosswalk brighten up the street, it will also showcase Ladysmith as a welcoming community based on diversity, inclusion and support for all residents.”

Weather permitting, Ladysmith’s rainbow crosswalk will be installed overnight on Sunday, June 18. It was important to Ladysmith Council to install the crosswalk during Pride Month.

Rainbow crosswalks have been installed in a number of British Columbia communities, including Victoria, Nanaimo and Vancouver. Ladysmith’s colourful crosswalk will demonstrate how public support for inclusivity isn’t exclusive to larger urban centres.

“Late last year we approached Council and suggested that a rainbow crosswalk be installed in Ladysmith to symbolize the values of equality and acceptance,” said Lillian Laird, Nanaimo Pride Society communications manager. “Growing up LGBTQ can be difficult, particularly in small communities, and knowing that our LGBTQ youth and other residents of Ladysmith have the support of the Town is incredibly meaningful and empowering.”



Council will consider possible locations for additional crosswalks, such as those that celebrate other members of our community including veterans and First Nations, and examine options such as stylized benches to encourage people to connect with one another.

Gatacre Street at 1st Avenue will be closed Sunday, June 18th, 2017, from approximately 8:00 p.m. to 5:00 a.m. for crosswalk painting, weather permitting. Updates and additional information can be found on the Town's website at www.ladysmith.ca

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