



TOWN OF LADYSMITH
PROCLAMATION

Moose Hide Campaign Day

WHEREAS: *The Moose Hide Campaign is an Indigenous-led, grassroots movement calling on men, boys, and all Canadians to take a stand against violence toward women, children, and gender-diverse people; and*

WHEREAS: *The Campaign was founded along British Columbia's Highway of Tears in response to the injustices and violence experienced by women and children in Canada, particularly Indigenous women and girls; and*

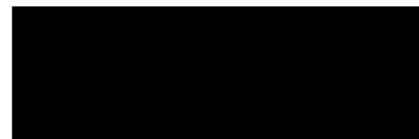
WHEREAS: *Intimate partner violence remains a serious and widespread issue in Canada, disproportionately impacting Indigenous women; and*

WHEREAS: *The Moose Hide Campaign has distributed millions of moose hide pins to spark meaningful conversations and awareness about ending gender-based violence; and*

WHEREAS: *Wearing the moose hide pin represents a personal commitment to honour, respect, and protect women and children, support reconciliation, and take action to end gender-based violence; and*

WHEREAS: *Participation in the Moose Hide Campaign supports reconciliation efforts and aligns with the United Nations Declaration on the Rights of Indigenous Peoples, the Truth and Reconciliation Commission's Calls to Action, and the Calls for Justice of the National Inquiry into Missing and Murdered Indigenous Women and Girls (MMIWG2S+).*

THEREFORE: *I, Deena Beeston, Mayor of the Town of Ladysmith, do hereby proclaim that May 14th, 2026 shall be known as "Moose Hide Campaign Day."*



Mayor D. Beeston

May 5, 2026