



**MOOSE HIDE  
CAMPAIGN**  
**CAMPAGNE  
MOOSE HIDE**

## STAND WITH US TO END VIOLENCE AGAINST WOMEN AND CHILDREN

*"The Moose Hide Campaign provides a sacred space to contribute in our nation's healing journey. It is a movement that calls upon people to speak up, take action, educate and support each other!"*

– Senator Murray Sinclair,  
Chief Commissioner of the Truth and Reconciliation Commission

### About the Moose Hide Campaign

The Moose Hide Campaign is a grassroots movement of Indigenous and non-Indigenous men and boys who are standing up against violence towards women and children. Wearing the moose hide pin signifies your commitment to honour, respect and protect the women and children in your life and speak out against gender-based and domestic violence.

The inspiration for the campaign came to co-founders Paul Lacerte and his daughter Raven in 2011 during a moose hunt on their traditional Carrier territory along the Highway of Tears in Northern BC – where so many women have gone missing or been murdered. Since then, annual gatherings and ceremonial fasts have taken place and more than two million squares of moose hide have been distributed in thousands of participating communities, schools, and organizations across the country.

As the campaign spreads across Canada and internationally, we have a vision of one million people fasting together in ceremony to end violence against women and children.

**People of all ages, genders and cultures are invited to participate in our campaign actions.**



[moosehidecampaign.ca](http://moosehidecampaign.ca)



*Watch!*



## A time for change

Violence against women and children remains an unacceptable reality. Half of all women in Canada have experienced at least one incident of physical or sexual violence since the age of 16. More than 6,000 women and children are housed in emergency shelters each night across Canada, seeking refuge from abuse. But violence is preventable.

To date, efforts to address the crisis of domestic violence have been led by women and women's organizations. The Moose Hide Campaign is inspired by the belief that men and boys also need to take action to end violence and develop a culture of healthy masculinity.

All Canadians are invited to wear and share moose hide pins, join the gatherings and fast for Moose Hide Campaign Day on **May 12, 2022**. It's easy and free to participate, with ready-made resources and support to launch a campaign in your community, organization or school. Throughout the coronavirus pandemic, we're encouraging our supporters to take appropriate safety measures whilst campaigning.

## Transforming organizations and communities

Communities and organizations across Canada are embracing the Moose Hide Campaign. They are part of a growing network of inspired citizens answering the call to put an end to widespread domestic and gender-based violence once and for all.

The campaign has spread across all levels of government, police forces, Indigenous communities, the not-for-profit sector, K-12 schools and post-secondary institutions – and many others are taking it up to create safer spaces and support reconciliation. It's an Indigenous innovation for the benefit of all Canadians.

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*"I am full of gratitude and hope and love for everybody that has supported the campaign so far. I am excited to see where it goes from here!"*

– Raven Lacerte, Moose Hide Campaign Co-Founder

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## Reconciliation in action

Moose Hide Campaign gatherings are opportunities for experiential learning and reconciliation. Participating in the campaign is a practical way for individuals and organizations to take action on the United Nations Declaration on the Rights of Indigenous Peoples, the Truth and Reconciliation Commission of Canada Calls to Action and the National Inquiry into Missing and Murdered Indigenous Women and Girls Calls for Justice.

## How to get involved

It's easy and free to participate!

There are many ways to get involved:

- 1| Wear and share the moose hide pin. [Order](#) these online – they're free – including synthetic vegan options
- 2| [Register](#) to attend the next virtual Moose Hide Campaign Day and [#FastToEndViolence](#) on May 12 2022
- 3| Organize a COVID-safe Moose Hide Campaign event or kiosk in your organization, school, or community
- 4| Make your voice heard: take the pledge to end violence
- 5| Volunteer your time or donate to the non-profit campaign
- 6| Participate in Moose Hide Campaign education activities: K-12 and post-secondary
- 7| Learn how to help share our message by attending a Champions webinar

## One of the most important things you can do to help end violence against women and children is speak out.

To learn more about the Moose Hide Campaign, order pins or register for a gathering, visit: [moosehidecampaign.ca](https://moosehidecampaign.ca)

## PLEASE CONTACT US

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