



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

STAND WITH US TO END VIOLENCE AGAINST WOMEN AND CHILDREN

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 violence.

The inspiration for the campaign came to 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 over 1,000 communities, schools, and organizations. People of all ages, genders and cultures are invited to participate in our campaign actions.

A time for change

Violence against women and children remains an unacceptable reality. In British Columbia alone, over 1,000 incidents of sexual or domestic violence are committed each week. But 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. It's easy and free to participate, with ready-made resources and support to launch a campaign in your community. During the coronavirus pandemic, we're encouraging supporters to take appropriate safety measures or keep campaigns online.



"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, to educate and support each other!"

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

How to get involved

There are many ways to get involved:

- 1| Wear and share the moose hide pin. [Order these online](#) – they're free, including synthetic options
- 2| Register online to attend the next virtual [Moose Hide Campaign Day](#) and join the [#FastToEndViolence](#)
- 3| Organize a covid-safe [Moose Hide Campaign event](#) or [kiosk](#) in your community
- 4| Make your voice heard: [take the pledge to end violence](#)
- 5| Volunteer your time or [donate to the non-profit campaign](#)

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

To learn more about the Moose Hide Campaign, order pins or register for a gathering, visit: moosehidecampaign.ca



moosehidecampaign.ca

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