



# PROCLAMATION

## MOOSE HIDE CAMPAIGN DAY

### May 14, 2026

- WHEREAS: the Moose Hide Campaign is an Indigenous-led grassroots movement of men, boys and all Canadians – standing up to end violence against women and children; and
- WHEREAS: the Moose Hide Campaign was founded on the side of the 'Highway of Tears' in British Columbia during a moose hunt in response to the injustices and violence faced by many women and children in Canada, particularly those who are Indigenous; and
- WHEREAS: half of all women in Canada have experienced at least one incident of violence since the age of 16 and this reality is worse for Indigenous women; and
- WHEREAS: 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; and
- WHEREAS: wearing the moose hide pin signifies the commitment to honour, respect and protect the women and children in your life and speak out against gender-based and domestic violence.
- NOW THEREFORE: I, Reeve, Craig Lukinuk, do hereby proclaim May 14, 2026, as Moose Hide Campaign Day in Smoky Lake County and encourage people of all ages, genders and cultures to participate in the campaign.