



MEDIA RELEASE

Friday, February 28, 2025

FOR IMMEDIATE RELEASE

City of Barrie recognizes March as ITSTARTS month

(Barrie, ON) – The City of Barrie is once again [proclaiming](#) the month of March as ITSTARTS month. ITSTARTS is a public awareness campaign, led by the County of Simcoe, designed to take a proactive step towards addressing racism and discrimination, and embracing acceptance, inclusion, equity and diversity. The campaign runs annually during the month of March.

“The ITSTARTS campaign continues to be a powerful reminder of the importance of diversity, inclusion, and equity in our community,” said Mayor Alex Nuttall. “Barrie is a growing city, and with that growth comes a responsibility to ensure that every resident feels welcomed and valued. The City is proud to support ITSTARTS initiatives.”

City staff are taking part in ITSTARTS education sessions, and all residents are encouraged to engage in activities to combat racism by:

- educating yourself about different cultures and experiences
- contributing to the interactive displays at the Barrie Public Library
- performing acts of inclusiveness, such as reading diverse literature, learning about different traditions, and engaging in respectful conversations
- encouraging friends, family members, colleagues, and community leaders to take a stand against discrimination
- using the [ITSTARTS card](#) to show your support

Learn more about the ITSTARTS campaign at simcoe.ca/ItStarts. Find out more about Barrie’s accessibility and inclusion initiatives at barrie.ca/inclusivity, and visit the City’s Anti-Racism Task Force’s website at barrieantiracism.ca.

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