



***MEDIA RELEASE***

**Wednesday, March 1, 2023**

***FOR IMMEDIATE RELEASE***

**City of Barrie recognizes March as ItStarts month  
*Campaign aims to combat racism and promote inclusion***

(Barrie, ON) – The City of Barrie is 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 is a great reminder of what we as a community can do to end racism and discrimination in our city,” said Mayor Alex Nuttall. “The County has been able to highlight the importance of creating an inclusive and welcoming city and we look forward to leading the charge by participating in ItStarts activities and programming all month long.”

This year, the City is participating in the campaign as a community champion. A champion organization is committed to act as an ItStarts leader and be involved in campaign planning. The City has partnered with Barrie Fire and Emergency Service, Barrie Police Service, Simcoe County Paramedic Services, and the Barrie Public Library to promote, share and encourage participation in the ItStarts campaign.

A flag raising will take place on March 7 at 11:15 a.m. at Barrie City Hall (70 Collier St.) to recognize March as ItStarts month.

City of Barrie staff have been participating in ItStarts education sessions, and the City encourages all residents to participate in ItStarts activities in March, and to look at ways to fight racism year-round.

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

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