



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

City of Barrie recognizes March as ITSTARTS month

(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.

“I continue to be inspired by the ITSTARTS campaign and the commitment to promoting acceptance, equity, and diversity throughout our community,” shared Mayor Alex Nuttall. “Highlighting the ongoing importance of this initiative, the City of Barrie is dedicated to participating in ITSTARTS activities with the goal of creating an inclusive and welcoming city that celebrates diversity and embraces the principles of acceptance and equality for all residents.”

Again 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.

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

- educating yourself
- performing acts of inclusivity by learning about different cultures, asking respectful questions, reading international authors
- encouraging friends, family members, colleagues, and community leaders to take a stand
- 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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