

From: [Jonah Ross](#)
To: [Dan Horan](#); [Sarah Holloway](#)
Subject: FW: Illumination of Esquimalt Municipal Hall in Nov. 2024
Date: April-16-24 12:45:25 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[Shine Participation Invite BC.pdf](#)

Copy of correspondence forwarded to:
Council & CAO
Sarah, Deputy Corporate Officer – For Agenda, May 6

Jonah Ross, *(He/Him)*

Corporate Services Assistant, Township of Esquimalt
Lekwungen Territory
Tel: 1-250-414-7153 | www.esquimalt.ca

Honoured & privileged to work on the ləkʷəŋən traditional territory and respectfully acknowledge the people of the Songhees and Esquimalt Nations.
Nətsəmat (We are all One) həyşxʷqə.



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From: Gail McVicar [REDACTED]
Sent: Tuesday, April 16, 2024 7:00 AM
To: Tatum Hillis [REDACTED]
Subject: Illumination of Esquimalt Municipal Hall in Nov. 2024

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Hello,

Is there an application to request the Esquimalt Municipal Hall illuminate purple for November in support of the Shine the Light on Woman Abuse campaign hosted by the London Abused Women's Centre?

<https://www.lawc.on.ca/shine-the-light-on-woman-abuse-campaign>

Gail McVicar ([she/her](#))
Community Engagement Coordinator
London Abused Women's Centre

797 York Street, Unit 5
London, Ontario N5W 6A8
Phone: [REDACTED]
www.lawc.on.ca



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Providing counselling, advocacy and support for abused women and girls in London and Middlesex County.

Re: Illumination for the 15th Annual Shine the Light on Woman Abuse Campaign

For the entire month of November, the [London Abused Women's Centre](#) (LAWC) celebrates the [Shine the Light on Woman Abuse](#) campaign. We hope to grow our campaign to create a purple string of lights, across the country. This year, we are reaching out to every province and territory to ask for your help by illuminating your landmarks/building(s) purple in support of the campaign. Our campaign would also overlap with British Columbia's Domestic Violence Awareness Month in November. Statistics Canada documented that young women in British Columbia reported the most threats and physical violence compared to any of the 10 provinces, though the reasons for that remain unclear. In particular, about 66 per cent of women aged 15 to 24 in B.C. reported being coerced or intimidated, the highest among any age group. We are enquiring if you would consider illuminating the **Esquimalt Municipal Hall** purple for November in support of the Shine the Light on Woman Abuse campaign in recognition of women and girls impacted by men's violence against women. As our campaign lasts all month, we can be flexible about the days of illumination being Nov.1, Nov.25, or all month long.

The goals of the **Shine the Light on Woman Abuse** campaign are to show abused women and girls that Canadians from sea to sea to sea, support them in their quest to live a life free from violence and abuse. It is our intention to shift the feelings of blame and shame abused women so often feel, from their shoulders to the shoulders of those who abuse them. Additionally, we aim to raise the profile of resources in the communities that can help support abused women and girls through their journey.

We also welcome your participation in **Wear Purple Day** on **Wednesday November 15th**. This is a cost-free way to support our efforts in ending violence against women. Post pictures of you and your staff's participation on Instagram, Facebook and X (formerly Twitter) and using the hashtag #ShineTheLight2024. You can also tag LAWC on all those platforms with [@endwomanabuse](#).

Launched in 2010 to coincide with Woman Abuse Awareness and Prevention Month in the Province of Ontario, this locally designed campaign has grown substantially by spreading to the national level with the illumination of the Peace Tower, and [the endorsement](#) of Prime Minister Trudeau. It even reached the international level with Sweden and Australia adopting the campaign in previous years.

Best wishes,

Gail McVicar
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