

FOR IMMEDIATE RELEASE

March is #ITSTARTS Month in Simcoe County

Midhurst/February 28, 2022 – In recognition of International Day for the Elimination of Racial Discrimination on March 21, the County of Simcoe will celebrate March as #ITSTARTS Month for the sixth year in a row. #ITSTARTS is a nationally recognized, innovative, promising practice in immigrant settlement and integration that promotes inclusion, acceptance, and equity within the vibrant, diverse and growing communities that make up Simcoe County.

Pathways to Prosperity is an alliance of university, community, and government partners dedicated to fostering welcoming communities in Canada. This year, they are recognizing and promoting #ITSTARTS as a promising practice. Their video and reports highlight the campaign's successes and share key features that other government and non-profit organizations can replicate. For more information, visit <http://p2pcanada.ca/promising-practices/category/sharing-settlement-and-integration-practices-that-work/>

#ITSTARTS aims to raise awareness about the value and importance of developing welcoming communities in Simcoe County. The social movement encourages Simcoe County residents to complete an #ITSTARTS card and share a photo or video through social media using the hashtag #ITSTARTS. Residents are asked to tag @simcoecounty (Twitter), @CountyofSimcoe (Facebook) and @CountyofSimcoe (Instagram) in their messages.

#ITSTARTS cards in English, French, and seven non-official languages can be downloaded from www.simcoe.ca/itstarts. The site also hosts resources, tips, and tools on taking safe and purposeful action against racism and discrimination. Videos and photos will be shared and promoted throughout the month through the County's website and social media channels.

The initiative, in its sixth year, is supported by the Local Immigration Partnership including the Barrie Chamber of Commerce, Barrie Public Library, Barrie Police Services, Catholic Family Services of Simcoe County, Catulpa Community Services, Collège Boréal, Collingwood Public Library, County of Simcoe Economic Development Office, Georgian College, Lakehead University, Making Change, Ontario Provincial Police, Orillia Public Library, Simcoe County District School Board, Simcoe Muskoka Catholic School Board, Simcoe County Library Cooperative, South Simcoe Police, and YMCA of Simcoe Muskoka.

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at simcoe.ca.

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