

FOR IMMEDIATE RELEASE

#ITSTARTS with Diversity Ambassador Training

Midhurst/January 28, 2022 – In anticipation of #ITSTARTS month in March, the County of Simcoe Local Immigration Partnership is bringing back Diversity Ambassador Training for the fifth year in a row. These sessions offer valuable education and tools to support participants in leading diversity awareness in their workplace and communities. The sessions also provide an overview of the #ITSTARTS social media campaign running throughout March.

#ITSTARTS aims to raise awareness about multiculturalism and reduce racism and discrimination in our communities. 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 also asked to tag @simcoecounty (Twitter), @CountyofSimcoe (Facebook) and @CountyofSimcoe (Instagram) in their messages.

“Sixty-one thousand newcomers now call Simcoe County home, and the County is pleased to continue our support for this growing diversity through our popular Ambassador Training Program,” said Warden George Cornell. “As part of our nationally recognized #ITSTARTS campaign, the County is offering another round of these training sessions throughout February. Residents should sign up soon if they would like to learn more about how individuals, businesses and organizations can help promote a unified community.”

Training sessions are available online:

- Tuesday February 8: 10 a.m. to 12 p.m. and 1 p.m. to 3 p.m.
- Thursday February 10: 10 a.m. to 12 p.m. and 1 p.m. to 3 p.m.
- Wednesday February 16: 10 a.m. to 12 p.m. and 6 p.m. to 8 p.m.
- Thursday February 24: 10 a.m. to 12 p.m. and 1 p.m. to 3 p.m.

[Online registration](#) is available, however space is limited.

#ITSTARTS cards, in both English and French, are available at local libraries. The card can also be downloaded through simcoe.ca/itstarts, which hosts resources, tips, and tools on taking safe and purposeful action against racism and discrimination. Videos and photos throughout the month will be shared and promoted 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, College Boreal, 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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