About the Moose Hide Campaign

The Moose Hide Campaign is a grassroots movement of Indigenous and non-Indigenous men and boys who are standing up against violence towards women and children. Wearing the moose hide pin signifies your commitment to honour, respect and protect the women and children in your life and speak out against gender-based and domestic violence.

The inspiration for the campaign came to co-founders Paul Lacerte and his daughter Raven in 2011 during a moose hunt on their traditional Carrier territory along the Highway of Tears in Northern BC – where so many women have gone missing or been murdered. Since then, annual gatherings and ceremonial fasts have taken place and more than two million squares of moose hide have been distributed in thousands of participating communities, schools, and organizations across the country.

As the campaign spreads across Canada and internationally, we have a vision of one million people fasting together in ceremony to end violence against women and children.

People of all ages, genders and cultures are invited to participate in our campaign actions.

moosehidecampaign.ca
Reconciliation in action

Moose Hide Campaign gatherings are opportunities for experiential learning and reconciliation. Participating in the campaign is a practical way for individuals and organizations to take action on the United Nations Declaration on the Rights of Indigenous Peoples, the Truth and Reconciliation Commission of Canada Calls to Action and the National Inquiry into Missing and Murdered Indigenous Women and Girls Calls for Justice.

How to get involved

It's easy and free to participate!
There are many ways to get involved:

1| Wear and share the moose hide pin. [Order](#) these online – they’re free – including synthetic vegan options
2| [Register](#) to attend the next virtual Moose Hide Campaign Day and #FastToEndViolence on May 12, 2022
3| Organize a COVID-safe Moose Hide Campaign event or kiosk in your organization, school, or community
4| Make your voice heard: take the pledge to end violence
5| Volunteer your time or donate to the non-profit campaign
6| Participate in Moose Hide Campaign education activities: K-12 and post-secondary
7| Learn how to help share our message by attending a Champions webinar

One of the most important things you can do to help end violence against women and children is speak out.

To learn more about the Moose Hide Campaign, order pins or register for a gathering, visit: [moosehidecampaign.ca](#)

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“I am full of gratitude and hope and love for everybody that has supported the campaign so far. I am excited to see where it goes from here!”

– Raven Lacerte, Moose Hide Campaign Co-Founder