

Moose Hide Campaign Development Society
209-1100 Admirals Rd
Victoria, BC V9A 2P6

January 26, 2021

Dear Campaign Leaders,

It is with great enthusiasm I write this letter of intent on behalf of Vancouver Island University (VIU) to become an Ambassador Campus for the Moose Hide Campaign.

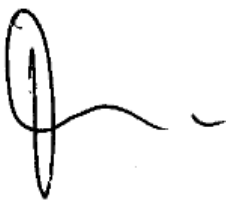
VIU has a long standing relationship with the Moose Hide Campaign and we would like to formalize this relationship. We are also proud to have been able to bring awareness of the Campaign to VIU and expose our students to the work being done to bring awareness of the need to take a stand against violence against women and children. We are certain of this impact, so much so, that I was recently informed that some VIU Alumni have now become employees/volunteers of the Campaign.

The VIU past President was the first to embark on building a connection with the Campaign and fostering a campus culture of support of the Campaign. Since then, students, staff, Faculty and Executive members of VIU have participated in several Moose Hide Campaign events, wear the leather pin and openly talk about what wearing the pin means to them. Our new President is also strongly in support of taking a stand against violence against women and children. She too, wears her pin proudly.

VIU is committed to becoming an Ambassador Campus and to continue to take action against violence against women and children. VIU also remains committed to promoting the campaign, wearing and sharing Moose Hide Pins, securing online pledges, hosting events and collaborating with the Campaign.

I welcome the opportunity to give you specific examples of how VIU has been a supporter of the Campaign over the past few years. This campaign is important to us as a post-secondary institute and look forward to strengthening our collaboration.

Respectfully,



Irlanda Gonzalez-Price
Associate Vice President, Student Affairs

