

MOOSE HIDE CAMPAIGN BACKGROUND INFORMATION

- The [Moose Hide Campaign](#) began 15 years ago as an Indigenous-led grassroots movement to engage men and boys in ending violence towards women, children and those on the gender continuum.
- The Moose Hide Campaign recognizes all forms of violence are unacceptable and aims to raise awareness through ceremony and Walk to End Violence.
- Across Canada, domestic violence remains a significant concern, with a disproportionate number of victims being women and children.
- Participating in the Moose Hide Campaign is one way to implement the United Nations Declaration of the Rights of Indigenous Peoples, the [Truth and Reconciliation Commission of Canada Calls to Action](#) and the [Calls for Justice of the National Inquiry into Missing and Murdered Indigenous Women and Girls](#).
- All employees are welcomed and encouraged to [wear a moose hide pin](#) and participate in the many [Moose Hide Campaign Day events](#) on May 20, 2027, including the virtual livestream, [Walk to End Violence in your community](#), and Fast to End Violence.