

**Pilon, Janet**

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**Subject:** Interval House of Hamilton Mentor Action Be More Than a Bystander

**Importance:** High

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**From:** awenzowski

**Sent:** February-21-18 8:52 AM

**To:** Pilon, Janet

**Cc:** Cutler, Christopher; Wojewoda, Nikola; Johnson, Aidan; 'Nancy Smith'; 'Sue Taylor'; 'Kevin Matchett'; 'Peggy Chapman'; 'Jennifer Roy'; Sarjeant, Val

**Subject:** Interval House of Hamilton Mentor Action Be More Than a Bystander

**Importance:** High

I am contacting you on behalf of Interval House of Hamilton (IHOH) regarding Be More Than a Bystander (BMTAB), a program of Interval House of Hamilton Mentor Action.

Be More Than a Bystander is a community program to end gender-based violence. Be More Than a Bystander started with EVA BC (ending violence association) and the BC Lions. IHOH purchased the rights to bring BMTAB to Hamilton in 2016, and we now have Hamilton's premiere sports organizations on board: Hamilton Bulldogs McMaster Athletics, and the Hamilton Tiger Cats. Hamilton is the only Canadian city to have all the major sports organizations as partners in BMTAB!

Led through Mentor Action, BMTAB is a combination of short videos played on local TV and radio stations, as well as an education program aimed at junior high and high school students. The message comes from male athletes, hockey, football, etc. – sports icons – using their status and public profile to Break the Silence of Violence Against Women. The PSAs and in school component, show ideas on how to communicate that abusive behaviours, words, action, and pictures, are unacceptable, inappropriate and intolerable.

Planning is underway for a major community awareness campaign in 2018-19. As part of this broad-based community awareness campaign we are asking if February 2019 (and beyond) can be designated as Hamilton's Be More Than a Bystander (unofficial) month as Hamilton does not have a proclamation policy. We are respectfully asking if this promotion can be through social media, arranging the flying of flags at City Hall, the lighting of City Hall and/or the new Hamilton Sign in recognition of Be More Than a Bystander month. We are also asking that Be More Than a Bystander communication be placed on an upcoming Council Agenda to provide a strong municipal voice to the importance of Be More Than a Bystander.

If you require further information, please do not hesitate to contact me.

Sincerely,

Allyson Wenzowski

On behalf of Interval House of Hamilton Mentor Action's Be More Than a Bystander

Cc: Nancy Smith, Executive Director Interval House of Hamilton

Sue Taylor, IHOH, Manager of Community Programs

Val Sarjeant, Chair MentorAction

Kevin Matchett, Hamilton Tiger Cats

Peggy Chapman, Hamilton Bulldogs