



SAVING, AND CHANGING LIVES EVERY DAY

September 24, 2019

Dear Mayor Fred Eisenberger and City Councilors:
City of Hamilton
Via email

I am writing regarding Be More Than a Bystander (BMTB), a program of Interval House of Hamilton's Mentor Action. In February 2019, the city honored and paid tribute to Be More Than A Bystander to end gender-based violence with the lighting of the Hamilton sign in the MentorAction colours of purple and grey. Thank you.

We ask and hope that the city will do so again in February 2020, when we celebrate the annual Be More Than A Bystander month with a series of Be More Than A Bystander billboards, PSAs, op ed, podcasts and a fundraising Gala at Sheraton Hamilton. Thus we ask for the lighting of the Hamilton sign in front of city hall in the Be More Than A Bystander colours – purple and grey - for one week in February 2020 and that February as a month to acknowledge community-wide Be More Than A Bystander initiatives be placed on the Council Agenda to again provide a strong municipal voice to the importance of Be More Than a Bystander in ending gender based violence.

As you are aware, 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) in partnership with the BC Lions. IHOH purchased the rights to bring BMTB to Hamilton in 2016, and we now have Hamilton's premiere sports organizations on board: Hamilton Bulldogs, McMaster University Athletics, and the Hamilton Tiger Cats. Hamilton is the only Canadian city to have all the major sports organizations as partners in BMTB. Led through IHOH MentorAction, BMTB 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, in collaboration with one of IHOH professionals – while sports celebrities using their status and public profile to Break the Silence of Violence Against

MAIN OFFICE

630 Sanatorium Road, Hamilton, ON L9C 7S7
Tel: 905-387-9959 | Fax: 905-387-0019
info@intervalhousehamilton.org

WOMEN'S CENTRE OF HAMILTON

100 Main St. E., Suite 205, Hamilton, ON L8N 3W4
Tel: 905-522-0127 | Fax: 905-522-7220
womenscentre@intervalhousehamilton.org

FLAMBOROUGH WOMEN'S RESOURCE CENTRE

17 Main St. S., Unit C, P.O. Box 1499, Waterdown, ON LOR 2H0
Tel: 289-895-8580 | Fax: 289-895-8525
fwrc@intervalhousehamilton.org

JARED'S PLACE

100 Main St. E., Suite 205, Hamilton, ON L8N 3W4
Tel: 905-522-0127 | Fax: 905-522-7220
legaladvocate@intervalhousehamilton.org



SAVING, AND CHANGING LIVES EVERY DAY

Women. The PSAs and in school component, show ideas on how to communicate that abusive behaviors, words, action, and pictures, are unacceptable, inappropriate and intolerable.

Thank you for standing up and speaking out against gender-based violence; thank you for Being More Than A Bystander.

Sincerely,

Nancy Smith
Executive Director, Interval House of Hamilton

Cc: Val Sargeant, MentorAction Chair

MAIN OFFICE

630 Sanatorium Road, Hamilton, ON L9C 7S7
Tel: 905-387-9959 | Fax: 905-387-0019
info@intervalhousehamilton.org

WOMEN'S CENTRE OF HAMILTON

100 Main St. E., Suite 205, Hamilton, ON L8N 3W4
Tel: 905-522-0127 | Fax: 905-522-7220
womenscentre@intervalhousehamilton.org

FLAMBOROUGH WOMEN'S RESOURCE CENTRE

17 Main St. S., Unit C, P.O. Box 1499, Waterdown, ON LOR 2H0
Tel: 289-895-8580 | Fax: 289-895-8525
fwrc@intervalhousehamilton.org

JARED'S PLACE

100 Main St. E., Suite 205, Hamilton, ON L8N 3W4
Tel: 905-522-0127 | Fax: 905-522-7220
legaladvocate@intervalhousehamilton.org