



**The Afro Canadian Caribbean Association**  
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**Project Description:**

The Afro Canadian Caribbean Association is hosting a special online commemorative program – “Remembering Martin and Linc” on Sunday January 17<sup>th</sup> at 2pm. The event will celebrate two historic figures. This event will explore the many layers of each of these iconic men and how they have impacted our society. We are inviting all the residents of Hamilton and beyond to take part in this conversation that will feature Hamilton's own Matthew Green, MP exploring Lincoln Alexander's impact and Celina Chavannes, EDI Specialist and former MP will talk about Martin Luther King jr.'s impact. This event will also feature multiple entertainment performances throughout the afternoon. We will be engaging the community in breakout room conversations to share their impact on these two legendary men. Donations to support ACCA's senior pandemic support program will be accepted during the registration.

**Event Cost:**

The total cost will be \$3,571. This includes production, entertainment, marketing and digital platform.

Event Platform	\$500.00
Speakers and entertainment	\$1000.00
Marketing	\$500.00
Digital/Technical Support	\$1571.00

**Target:**

Based on our marketing campaign, we anticipate approximately 250 people in attendance. After we explore the impacts of both Dr. King and Mr. Alexander, we

will have the audience sent to multiple breakout sessions where they will discuss the impacts of diversity and racism in Hamilton. This will be an engaging conversation with attendee's participation. Based on the conversations in the chat rooms, a report will be prepared and shared with the community including CAR- which may include recommendations.

**Acknowledgements:**

The CAR will be recognized in the program and a member will be invited to bring greetings.

**Endorsement:**

This event is endorsed by the Alexander family.

**Contact Information:**

ACCA Hamilton

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