



Multicultural
Council of
Saskatchewan

From Many Peoples Strength

For Immediate Release

MEDIA RELEASE

Show Racism the Door and #MarchOutRacism

March 21st Campaign Activity Uses Sides of a Door to Illustrate Racism

March 14, 2017 (Saskatchewan) - The Multicultural Council of Saskatchewan (MCoS) invites Saskatchewan to participate in its annual public education campaign for March 21st: International Day for the Elimination of Racial Discrimination themed 'Show Racism the Door' running March 1 - March 21, 2017. Residents of Saskatchewan are encouraged to participate through our free downloadable activity kit and public forums on racism in Saskatoon and Fort Qu'Appelle and share about their experiences on social media using #MarchOutRacism.

March 21st is designated by the United Nations (UN) as the International Day for the Elimination of Racial Discrimination. It's a day observed all around the world to focus attention on the problems of racism and the need to promote racial harmony. The UN made this designation in 1966 to mark a tragic event that took place on March 21, 1960 in Sharpeville, South Africa when 69 peaceful demonstrators were killed during a protest against apartheid. MCoS coordinates and supports provincial campaigns and activities in Saskatchewan communities and schools with contributions from many partners to recognize March 21st and use it as a springboard for the year-long work to recognize and reject racism.

MCoS chose the theme 'Show Racism the Door' and developed an activity kit to demonstrate the negative side of racism including types of racism and examples of racism specific to Saskatchewan and Canada (i.e. content for negative side of door) and solutions to racism including examples of people who challenged racism and ways to address racism (i.e. content for the positive side of the door). The activity kit is a downloadable and printable pdf file. The campaign includes creative such a poster (downloadable) and a video.

"It is not easy to recognize and reject racism. It requires all of us to explore and challenge our own ideas and assumptions," explains Rhonda Rosenberg, MCoS Executive Director. "By offering the public our 'Show Racism the Door' campaign, we are hoping that people will engage with the activity kit that includes ideas for how to have discussions about racism. We are hosting public forums on racism in Saskatoon and Fort Qu'Appelle. When we are willing to look honestly at the impacts of racism and discrimination, we can begin to look for creative ways to move forward. Together we can build welcoming and inclusive communities for all Saskatchewan residents."

How to Participate in the Campaign:

- Download activity kit: <http://mcos.ca/marchoutracism>
- Set up the activity kit on a highly visible door
- View and share campaign video (15 sec): <https://youtu.be/LtEOICbTHMU>
- Record your door activity and experiences with photos and video and then posting on social media using #MarchOutRacism
- Challenge others to also participate in the Show Racism the Door activity and post their content to social media using #MarchOutRacism
- View all social media campaign content on our [#MarchOutRacism Social Feed](#)
- Attend a free Public Forum on Racism in [Saskatoon](#) or [Fort Qu'Appelle](#)

- 30 -

About the Multicultural Council of Saskatchewan (MCoS)

The Multicultural Council of Saskatchewan is a charitable, non-profit organization committed to promoting, fostering, improving and developing multiculturalism in the cultural, economic, social and political life of Saskatchewan while working to achieve equality of all residents. We support member organizations through workshops, investments in their activities that implement our mission, aims and objectives, networking and information, and being the lead voice on multiculturalism in the province. We also support anti-racism and multicultural education activities in schools. We celebrate significant dates, such as Saskatchewan Multicultural Week in November, Black History Month in February, International Day for the Elimination of Racial Discrimination on March 21st, Asian Heritage Month in May, National Aboriginal History Month in June, and Celebrate Canada from June 21st to July 1st and Islamic History Month in October. We are supported by SaskCulture through Saskatchewan Lotteries. For more information, please visit mcos.ca and follow us on Twitter and Facebook.

Media contact:

Justin Waldrop, Communications and Marketing Coordinator
Multicultural Council of Saskatchewan (MCoS)
P: 306-721-6267 or C: 306-537-0593
E: communications@mcos.ca

Supported by:

