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From: AMO Communications <Communicate@amo.on.ca>
Sent: Tuesday, September 28, 2021 6:01 PM
To: Monica Hawkins
Subject: Join us for Dress Purple Day 2021 on October 27!

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September 28, 2021

Join us for Dress Purple Day 2021 on October 27!

Every October, Children's Aid Societies across Ontario raise awareness about the important role that individuals and communities play in supporting vulnerable children, youth, and families through the provincial [Dress Purple Day](#) campaign.

This year, the Association of Municipalities of Ontario is supporting the Ontario Association of Children's Aid Society (OACAS) and the campaign, to show that municipalities are integral to the safety and well-being of our province's children, youth, and families.

Join us on October 27, 2021!

How to Get Involved

- **Make a video** using the [video toolkit](#) and [sample script](#) telling your constituents how you and your municipality support the children, youth, and families in your community. Share your video with OACAS to be uploaded to their [YouTube channel](#), and then share it broadly on social media on October 27. Check out their [2020 playlist](#) for some inspiration!
- **Participate on social media throughout October.** Participate on social media throughout the month of October 1 using the social media messages in the [toolkit](#) and include the hashtag #IDressPurpleBecause. Encourage your partners, stakeholders, and community to get involved too!
- **Dress purple on October 27** and share your photo on social media. Use the hashtag #IDressPurpleBecause or #DressPurpleDay2021.
- **Visit the OACAS's [Dress Purple Day webpage](#)** for more information about the campaign and other ways you can participate, like sharing their [brochure](#) and [video](#) to

better understand child welfare, updating your social media profile pictures using their [Twibbon campaign filter](#), or [contacting your local Children's Aid Society](#) and/or Indigenous Child and Family Well-Being Agency to learn more about the important work they do in your community.

We encourage members to consider participating in this year's Dress Purple Day campaign in some way or another. We know that Ontario families have continued to face additional stressors this year. We want all children, youth, and families across our province to know that help is available no matter the challenge they are facing. If you have any questions about the campaign and how you can get involved, contact campaign lead Brynn Clarke at bclarke@oacas.org.

Thank you for your consideration.

Additional Campaign Resources

[Dress Purple Day - Social Media Sample Posts - Public - 2021](#)

[Community Partner Engagement Toolkit - 2021 Dress Purple Day](#)

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