



Landmark Lighting Request Form

Please complete the form and scan/email to corporate@whistler.ca along with your cover letter addressed "To Mayor and Council" with information regarding your campaign or cause.

We will contact you to confirm the status of your request.

Contact Name	Gail McVicar
Organization	London Abused Women's Centre
Business Address	797 York Street, Unit 5
City/Province/Postal Code	London, ON N5W 6A8
Business Phone Number	519-432-2204
Business Email	gail@lawc.on.ca
Website Address	lawc.on.ca
Brief description of the event associated with your request - 75 words or less <i>(Information here will be used for communications and the sign on the bridge. RMOW will edit copy if necessary.)</i>	For the entire month of November, the London Abused Women's Centre (LAWC) celebrates the Shine the Light on Woman Abuse campaign. Our campaign would also overlap with British Columbia's Domestic Violence Awareness Month in November. The goals of the Shine the Light on Woman Abuse campaign are to show abused women and girls that Canadians from sea to sea to sea, support them in their quest to live a life free from violence and abuse. It is our intention to shift the feelings of blame and shame abused women so often feel, from their shoulders to the shoulders of those who abuse them. Additionally, we aim to raise the profile of resources in the communities that can help support abused women and girls through their journey.
Optional: Social Media Campaign Title (include hashtags)	#ShineTheLight2024. You can also tag LAWC on all platforms with @endwomanabuse
Landmark Choice	<input type="checkbox"/> Fitzsimmons Covered Bridge
Date of Event	Nov.25, 2024
Colour Request	Purple

Signature: Gail McVicar Digitally signed by Gail McVicar
Date: 2024.04.30 20:42:03 -04'00'

Date: April 30, 2024

This application does not guarantee that your event lighting request will be approved or your date is available.



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Providing counselling, advocacy and support for abused women and girls in London and Middlesex County.

Re: Illumination for the 15th Annual Shine the Light on Woman Abuse Campaign

Mayor and Council,

For the entire month of November, the [London Abused Women's Centre](#) (LAWC) celebrates the [Shine the Light on Woman Abuse](#) campaign. We hope to grow our campaign to create a purple string of lights, across the country. This year, we are reaching out to every province and territory to ask for your help by illuminating your landmarks/building(s) purple in support of the campaign. Our campaign would also overlap with British Columbia's Domestic Violence Awareness Month in November. Statistics Canada documented that young women in British Columbia reported the most threats and physical violence compared to any of the 10 provinces, though the reasons for that remain unclear. In particular, about 66 per cent of women aged 15 to 24 in B.C. reported being coerced or intimidated, the highest among any age group. We are enquiring if you would consider illuminating the **Fitzsimmons Creek Bridge** purple for November in support of the Shine the Light on Woman Abuse campaign in recognition of women and girls impacted by men's violence against women. As our campaign lasts all month, we can be flexible about the days of illumination being Nov.1, Nov.25, or all month long.

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We also welcome your participation in **Wear Purple Day** on **Wednesday November 15th**. This is a cost-free way to support our efforts in ending violence against women. Post pictures of you and your staff's participation on Instagram, Facebook and X (formerly Twitter) and using the hashtag #ShineTheLight2024. You can also tag LAWC on all those platforms with [@endwomanabuse](#).

Launched in 2010 to coincide with Woman Abuse Awareness and Prevention Month in the Province of Ontario, this locally designed campaign has grown substantially by spreading to the national level with the illumination of the Peace Tower, and [the endorsement](#) of Prime Minister Trudeau. It even reached the international level with Sweden and Australia adopting the campaign in previous years.

Best wishes,

Gail McVicar
Community Engagement Manager
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