

To the Mayor and Council

Did you know that 1 in 4 Canadian menstruators (25%) have been forced to make the decision between purchasing menstrual products and purchasing other essentials such as food or rent within the last year. This is an issue that exists in your community, throughout the province, and across the country.

We are inviting you to issue a proclamation in recognition of May 28th as World Menstrual Health Day. This request falls under the not-for-profit charitable awareness campaign. The Period Purse has been a federally registered charity since 2019.

Why May 28th? The average menstrual cycle is 28 days while the average bleeding period is 5 days (May is the 5th month of the year).

As a representative of your city you can help us recognize the 11th annual Menstrual Health Day, a global day of awareness and action, along with 1100 global partners working together to break the stigma and taboo of menstrual health. Working together we can end the root causes of period poverty in your community and others around the world

At The Period Purse we strive to support menstrual equity by removing the stigma and barriers to accessing period supplies and education in communities like yours and across Canada. It is our goal to see Canada as a Period Friendly place for any menstruator regardless of background, experience, or age.

I look forward to hearing from you!

Thank you,

Lianne Sinclair (she/ her/ hers)

Awareness Coordinator



## Landmark Lighting Request Form

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

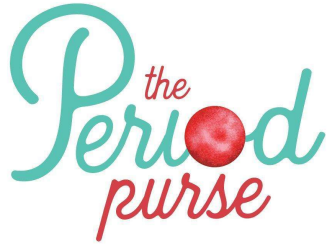
We will contact you to confirm the status of your request.

<b>Contact Name</b>	Lianne Sinclair
<b>Organization</b>	The Period Purse
<b>Business Address</b>	1460 The Queensway Suite 111
<b>City/Province/Postal Code</b>	Etobicoke, ON M8Z 1S4
<b>Business Phone Number</b>	4167869576
<b>Business Email</b>	Advocacy@theperiodpurse.com
<b>Website Address</b>	<a href="http://www.theperiodpurse.com/">http://www.theperiodpurse.com/</a>
<b>Brief description of the event associated with your request - 75 words or less</b> <i>(Information here will be used for communications and the sign on the bridge. RMOW will edit copy if necessary.)</i>	Initiated by German non-profit WASH United in 2014, Menstrual Health* Day (MH Day) is a global day of action with more than 1100 partner organizations working together to raise awareness and break the taboo around menstrual health. The second aim of MH Day is to urge global, national and local leaders to prioritise and act on Menstrual Health.
<b>Optional: Social Media Campaign Title</b> <i>(include hashtags)</i>	#MHDday2025, #PeriodFriendlyCanada, #PeriodFriendlyBC
<b>Landmark Choice</b>	<input type="checkbox"/> <b>Fitzsimmons Covered Bridge</b>
<b>Date of Event</b>	May 28, 2025
<b>Colour Request</b>	RED

Signature: 

Date: March 27, 2025

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



**Whereas:** 1 in 4 Canadian menstruators (25%) have been forced to make the decision between purchasing menstrual products and purchasing other essentials such as food or rent within the last year. Today we recognize that this is an issue that exists in our community, throughout the province, and across the country.

**Whereas:** Menstrual Health Day (MH Day) is a global day of action that was initiated by German non-profit WASH United in 2014 to raise awareness and change how the world perceives menstruation.

**Whereas:** The date of May 28 was chosen to represent the average menstrual cycle, with the average duration of the cycle being 28 days while the average bleeding period is 5 days.

**Whereas:** The Period Purse, a federally registered charity, strives to achieve menstrual equity by removing the stigma and barriers to education and access to period supplies in communities across Canada.

**Whereas:** A Period Friendly Canada is a Canada where everyone can access the products, education and infrastructure they need to achieve menstrual health. Working together we can end the root causes of period poverty in our community.

Now Therefore, I

I HEREBY PROCLAIM May 28, 2025 as Menstrual Health Day in the City (town, municipality, province, etc) of (location name).