



Proclamation, Lighting or Flag Request at the Municipal Centre

Town of Okotoks Legislative & Policy Services

5 Elizabeth Street

Okotoks AB T1S 1K1

Inquiries: Phone 403.938.8905 or legislativeservices@okotoks.ca

Name of the Requesting Organization *

DYSLEXIA CANADA

Occasion Title *

MARK IT READ FOR DYSLEXIA AWARENESS

Request Type *

- ☐ Proclamation *
- ☒ Lighting of the Municipal Centre
- ☐ Honorary Flag

* If requesting a proclamation, the proclamation document must be uploaded below.

Does this event occur annually? *

☒ Yes ☐ No

Length of Requested Event *

☒ Day ☐ Week ☐ Month

Occasion Start Date *

10/16/2022

Occasion End Date *

10/16/2022

Please provide comments to support your request below:

My name is Tara and am a volunteer with a national charity called Dyslexia Canada. Dyslexia Canada is committed to ensuring that all children in Canada have equal access to education.

Imagine trying to manage everyday life with a disability that makes it difficult to read, write or spell. This is the reality that 10-20% of Canadians who live with dyslexia face. Dyslexia is a hereditary, lifelong condition. When dyslexia is identified and appropriate instruction is provided, reading and writing skills can be improved at any age. When children with dyslexia are identified and properly supported starting in kindergarten their reading difficulties can be reduced or even prevented.

Much progress has been done in raising awareness. As you may be aware, provincial Human Rights Commissions have recently been investigating this issue, or are being asked to open provincial inquiries. For example, the Ontario Right to Read Inquiry found that learning to read is in fact a right that is being denied to a significant portion of children. In addition, the month is recognized by Health Canada as a Health Promotion month.

For kids with dyslexia, the teacher's red pen is a constant reminder of the lack of awareness and support needed for them to learn to read, write and spell and be successful in school and in life. In recognition of Dyslexia Awareness Month, Dyslexia Canada will be asking that buildings across Canada be lit up red for one day during our fifth annual campaign "Mark it Read for Dyslexia".

In 4 short years, we have gone from 13 lighting to over 90 last year. To mark our 5th year, Dyslexia Canada's goal is to reach 100. This October, please consider our request to light up your building in red for one day to bring awareness and shine a light on the kids in our classrooms who need our help.

I have provided more information below.

Name of Organization: Dyslexia Canada

Registration no: 775679095 RR 0001

Contact name: Anna Ashbarry

Organization Address: 2404 Deer Run Avenue, Oakville, Ontario, L6J6K6

Organization Phone number: 236-975-2266

Organization Email: info@dyslexiacanada.org

Organization website: www.dyslexiacanada.org

Date(s) of event: Month of October – Dyslexia Awareness Month

Date requested for lighting: One day in October – preference would be October 16, but we would be happy with any day during the week of October 16 - 22, 2022.

Other Buildings being lit up: Calgary Tower, Edmonton High Level Bridge, Telus Spark Centre and more!

Community Involvement: Canadians are invited to participate in the campaign by wearing red and by posting photos of the illuminated buildings on social media using the hashtag #MarkitRead2022.

Is this an annual or one-time event? This is an annual event in Canada and is the fifth time Mark it Read is happening across the nation.

What colour(s) are you requesting: Red

Details of how we will promote the event, and where mention will be made of the lighting:

A microsite on the Dyslexia Canada website will contain a listing of all buildings and monuments that will be lit up in red. We would also like to make an announcement once confirmed on our Facebook, Twitter, Instagram and LinkedIn social media channels. We have volunteers in most major cities that will be taking photos of the facilities on the day they light red (volunteers are made up of children and parents/caregivers of children with dyslexia). They will be posting photos on social media.

Overall, our 2021 campaign garnered millions of impressions, radio and TV interviews and dozens of media articles. You can find more information about our campaign here: www.markitread.org

Contact Information

First Name *

TARA

Last Name *

THIBODEAU

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Address *

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254 RIDGE VIEW GREEN

[Street Address Line 2](#)

[City / Town](#)

COCHARNE

[Province](#)

ALBERTA

[Postal Code](#)

T4C 0J1

Please upload the proclamation document and any other documents or details supporting your request (i.e.: letter from organization, promotional material, etc.). *

Infographic Poster - For Print.pdf

4.96MB

The personal information on this form is being collected under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act and will be used to respond to your request. Should you have any questions regarding the collection or use of your personal information, please contact the FOIP Coordinator at foip@okotoks.ca or 403.938.8944.