



**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:** Members of Okotoks Town Council do hereby proclaim May 28, 2025 as Menstrual Health Day in the Town of Okotoks.

\_\_\_\_\_  
--ORIGINAL SIGNED--



## Proclamation, Lighting or Flag Request at the Municipal Centre

Community Safety & Organizational Excellence

5 Elizabeth Street

Okotoks AB T1S 1K1

Inquiries: Phone 403.938.8900 or [cao@okotoks.ca](mailto:cao@okotoks.ca)

**Please Note:** Please ensure your request has come in no less than 10 business days prior to the requested Start Date.

### Name of the Requesting Organization \*

The period purse

### Occasion Title \*

menstrual health day

### Request Type \*

- ☒ Proclamation
- ☒ Lighting of the Municipal Centre
- ☒ Courtesy Flag Raising

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

### Which color(s) did you want to display? \*

Please specify the lighting colour(s) your organization is requesting.

Red

### Proclamation Start Date \*

2025-05-28

### Proclamation End Date \*

2025-05-29

### Lighting Date \*

2025-05-28

### Please provide comments to support your request below:

"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 (Plan Canada, 2023). Menstrual products are necessary products, just like toilet paper. Everyone deserves to menstruate with dignity.

In a #PeriodFriendlyWorld, the stigma and taboo surrounding menstruation are history. It is a world where everyone can access the products, education and infrastructure they need. From all over the world, we stand, we work, we fight together for a #PeriodFriendlyWorld."

## Contact Information

First Name *	Last Name *	Phone *
Alison	Dowling	

### Email \*

### Address \*

Street Address

██████████ St Johns Road

Address Line 2

City

YORK

State/Province/Region

Ontario

Postal/Zip Code

██████████

Country

Canada

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

MH Day 2025 - Application Information.pdf

89.03KB

*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](mailto:foip@okotoks.ca) or 403.938.8944.*

## Application Information

### Overview of Information

Date Requested	Wednesday May 28th, 2025
Alternative Date(s)	Tuesday May 27th 2025
Colour	Red
Colour Codes	HEX Colour Code: #E80736, rgb (232,7,54)
Flag Size	36" X 72" with 2 grommets

### Description of MHD and TPP

Description of MH Day	<p>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. The date of 28 May represents the menstrual cycle (average duration of 28 days, with on average 5 days of bleeding).</p> <p>*here at The Period Purse, we use the term "Health" instead of hygiene to encompass the important work that's being done in period education, the fight for period equity, and advocacy for lasting policy change. In alliance with other partnering organizations, we are united in calling this important day MH Day.</p>
Importance/Relevance of MH Day to a community	<p>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 (Plan Canada, 2023). Menstrual products are necessary products, just like toilet paper. Everyone deserves to menstruate with dignity.</p> <p>In a #PeriodFriendlyWorld, the stigma and taboo surrounding menstruation are history. It is a world where everyone can access the products, education and infrastructure they need. From all over the world, we stand, we work, we fight together for a #PeriodFriendlyWorld.</p>
Description of the Organization	<p>The Period Purse is a registered charity that launched in Toronto in 2017. 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.</p>

### Charitable Info & Contact Info

Charitable Application Number	RN: 723888327 RR 0001
Address:	1460 The Queensway Suite 111, Etobicoke, ON M8Z 1S4
Phone Number	n/a if they require one you may use Lianne @4167869576
Email	Advocacy@theperiodpurse.com
Website	<a href="http://www.theperiodpurse.com">www.theperiodpurse.com</a>
Social Media Handles	all platforms (Facebook, Twitter, IG, Tiktok etc...) its @theperiodpurse

### Other Locations Participating

**\*as we get locations confirmed we can adjust to include 2024 places**

Buildings Participating in Lighting up:	In 2024 70 locations across Canada was lit up including, the CN Tower, Niagara Falls, Calgary Tower, Peggy's Cove, Charlottetown City Hall, Legislative Assembly of British Columbia, Fleming College, Signal Hill,
Cities doing proclamations:	In 2024 52 locations across Canada made a Proclamation for MH Day including Toronto, Victoria, Halifax, Pickering, Thunder Bay
Cities doing Flag raising	In 2024 19 locations across Canada raised a flag for MH Day including Toronto, Pickering, Victoria, Sault Ste Marie, Halifax, Orangeville, Municipality of Brockton

### Promotion of Event and Social Media Information

Details as to where the information of the lighting will be displayed	Website, Social Media, Newsletter
How do you plan to promote the event	Social media campaign.
Social Media Handles + Hashtags	<p>#MHD2025 #PeriodFriendlyWorld #PeriodFriendlyCanada #WeAreCommitted #EndPeriodPoverty #EndPeriodStigma #PeriodEducationForAll #PeriodFriendlyToilets #MenstruationMatters (Note: Additional Hashtags will be added in March/April - we will update here as they become available)</p>
Past outreach initiatives (social media, newsletters)	In the past we have utilized social media, newsletter, our website as well as news media to promote this day.
Website	<a href="http://www.theperiodpurse.com">www.theperiodpurse.com</a>
Social Media Handles	all platforms (facebook, twitter, IG etc...) its @theperiodpurse