

## Lesla Rossetti

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**From:** Jamie Symonds <  
**Sent:** April 28, 2023 1:17 PM  
**To:** Chris Frotten  
**Subject:** Pride Month (June)

Hi Chris,

I'm requesting that MoB announce Pride Month in June on social media, similar to other awareness announcements and posts that are already made (e.g. Lyme Disease Awareness, etc.) - the precedent is there.

<https://women-gender-equality.canada.ca/en/pride-season.html>

It's essential for local municipalities in Nova Scotia to promote Pride Month because it sends a message of acceptance and inclusion to LGBTQ+ individuals and communities, which have historically faced discrimination and marginalization. In recent years, Nova Scotia has made significant strides in recognizing the rights and needs of LGBTQ+ individuals, but there is still work to be done. By promoting Pride Month, municipalities can demonstrate their commitment to building safe and welcoming communities for all.

Promoting Pride Month can have numerous benefits for both LGBTQ+ individuals and the broader community. It can foster a sense of belonging and community among LGBTQ+ individuals, many of whom may feel isolated or excluded due to their sexual orientation or gender identity. It can also raise awareness of LGBTQ+ issues, helping to combat discrimination and hate. By publicly supporting Pride Month, municipalities can encourage allyship and support from non-LGBTQ+ individuals and organizations, which can help create a more inclusive and equitable society.

In addition to the social benefits, promoting Pride Month can also have economic benefits. LGBTQ+ individuals and allies are a growing demographic, and they are increasingly seeking out communities and businesses that prioritize diversity and inclusion. By promoting Pride Month, municipalities can attract businesses and tourism from individuals and organizations that value diversity and equality.

Promoting Pride Month is crucial for local municipalities in Nova Scotia because it helps to build safe, welcoming, and inclusive communities for LGBTQ+ individuals and allies. It sends a message that everyone deserves respect and equal treatment, regardless of their sexual orientation or gender identity, and can have numerous social and economic benefits.

Thanks,

Jamie