

## City Council

### Notice of Motion

MM6.20	ACTION			Ward: All
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### **Launching Toronto For All Campaign 2.0 - by Councillor James Pasternak, seconded by Councillor Ausma Malik**

*\* Notice of this Motion has been given.*

*\* This Motion is subject to referral to the Executive Committee. A two-thirds vote is required to waive referral.*

### **Recommendations**

Councillor James Pasternak, seconded by Councillor Ausma Malik, recommends that:

1. City Council direct the Executive Director, Social Development, Finance and Administration, the Director, Equity, and Human Rights, and the Chief Communications Officer to report to the Executive Committee by the end of the third quarter of 2023, on a plan to launch a second iteration of the Toronto For All campaign.

### **Summary**

"Toronto For All" is an educational initiative with the goal of creating a City free from all forms of discrimination and racism. These public awareness campaigns touch on an array of topics including Anti-Black racism, intimate partner violence, Islamophobia, and Antisemitism. Past campaigns have been highly successful, garnering local and international media coverage and attracting thousands of social media impressions and page visits to [www.torontoforall.ca](http://www.torontoforall.ca). With the rise in hate crimes reported in recent years and with the need to mobilize against discrimination and racism, I am suggesting the City launch a second iteration of the Toronto For All campaign.

### **Background Information (City Council)**

Member Motion MM6.20