

## 'Every Child Matters' inspires reconciliation in city schools

September 30, 2016

The City of Edmonton, Safe and Caring Schools, Edmonton Public School Board and Edmonton Catholic School Board have partnered to bring the 'Every Child Matters' orange shirt campaign to Edmonton for the first time.

"The 'Every Child Matters' campaign is an opportunity to share stories and create awareness about the impacts and legacy of residential schools in Canada," said Councillor Bev Esslinger. "Orange shirt day is inspiring reconciliation and inclusion across our city and starting conversations in places where it was never discussed before."

The campaign started after a story emerged about a young girl named Phyllis who had her brand new orange shirt taken away from her on first day at an Indian Residential School. The shirt was never returned to her.

"Safe and Caring is proud to stand with the Alberta Teachers Association, Edmonton Public Schools, Edmonton Catholic Schools, the City of Edmonton and Morgex Insurance to bring Orange Shirt Day to Alberta," said Leslie MacEachern, Executive Director. "By wearing an orange shirt, we recognize the harm done to residential school students and intergenerational survivors and continue the work of the Truth and Reconciliation Commission. The start of the school year is the opportunity to set the stage for creating welcoming, caring, respectful and safe schools and communities across the province and the Country."

The partnership with school boards, the City and Safe and Caring Schools is the first coordinated effort for the 'Every Child Matters' campaign in Alberta. Orange Shirt Day is an opportunity for First Nations, local governments, schools and communities to come together in the spirit of reconciliation and hope for generations of children to come.

The 'Every Child Matters' orange shirt campaign began in British Columbia three years ago to bring awareness to the experiences and the impacts from Indian Residential Schools in Canada.

---

### For more information:

[safeandcaring.ca](http://safeandcaring.ca)

### Media contact:

[Shani Gwin](#)  
Communications Advisor  
780-495-0658

Share:     

3rd Floor, City Hall  
1 Sir Winston Churchill Square NW  
Edmonton, AB  
T5J 2R7  
[www.edmonton.ca](http://www.edmonton.ca)

[Subscribe](#) | [Unsubscribe](#) | [Printer Friendly Version](#)

This email was created and delivered through [Mailout](#)