

# Campaign for Valuing Diversity

## Festivals, Trade Shows and Celebrations

One of the original strategic directions for the LIP project was to raise awareness within the communities of the variety of cultural backgrounds present but also, to celebrate and act on the diversity we can find locally. Food festivals, interactive trade show booths, family-oriented gatherings and celebrations were coordinated to showcase and value the diversity that exists in our region, and to create a more productive dialogue through sharing and fun of why valuing diversity is so crucial to community development. LIP partnered with community volunteer groups, municipalities, educational institutions and others in order to carry out these activities. Here is a listing of the events we helped to organize, fund or participated in as an exhibitor:

- OPTIONS! Skilled Trade Fair (4) – Pembroke, 2011 – 2014
- The Diversity Festival – Renfrew, July 2012
- Bridges to Better Business – Pembroke, 2013
- Welcoming Communities Seminars (3) – Lanark County, Summer 2013
- International Food Festival – Barry's Bay June, 2013
- Community Forums (14) – Renfrew and Lanark Counties, Fall 2014
- Eat. Play. Live. Celebrating Renfrew County, June 2015
- Chamber of Commerce Newcomer Night – Renfrew, 2015
- Showcase – Petawawa, 2016
- Culture and Diversity Festival – Petawawa, 2016



## Outcome

An increased number of community members were able to learn about a different culture other than their own through food, dance, and story telling. Community members report that they were empowered to become more open to new things after attending the event. Newcomers feel an increased sense of value in the community as they develop friendships and networks not possible previously.