



OFFICIAL
MARKETING GUIDE

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Region of Waterloo

The Trailblazing: Women in Canada since 1867 exhibit was created and produced by the Waterloo Region Museum and was funded by the Region of Waterloo. The exhibit was also funded in part by the Government of Canada through the Department of Canadian Heritage / Museums Assistance Program.

ABOUT THE EXHIBITION

Goals

Trailblazing: Women in Canada since 1867 explores the impact women have had on Canadian society from Confederation in 1867 until the present day. Attaining the vote was just one moment in a long history of women's achievements in Canada. Often overlooked in history books, women's contributions helped shape Canada, resulting in the country we know today.

Key Messages

- Women's experiences differ based on race, ethnicity, and class. The exhibit includes a diverse range of experiences, juxtaposing those of well-known trailblazers against stories of everyday women.
- Both rural and urban women's perspectives are included
- Women's rights in Canada have not progressed in a linear fashion.
- *Trailblazing* tells stories of perseverance and determination, and of successes and failures.
- *Trailblazing* examines the work that still needs to be addressed and carried out with respect to women's rights in 2017 and beyond.
- Events like the Women's March in 2017 and the HeForShe campaign provide relevant contemporary context.

Exhibit Objectives

To manageably cover the content, the exhibit is divided into five thematic areas – work, education, politics, body, and violence against women. Each theme is presented from a national perspective, exploring a variety of historic and contemporary viewpoints. Audiovisual presentations, interactives, and associated artifacts complement each thematic area.

Currently in Canada, there is no national women's history museum or long-term exhibit devoted to this topic. *Trailblazing* aims to fill this void by travelling this evidence of women's efforts in Canada since Confederation across the country. The exhibit is relevant to a wide range of geographic communities, in that the subject matter is examined through a national lens that touches on regional milestones.

Trailblazing is relevant to visitors of all ages; it probes topics that touch the lives of all Canadians. The exhibit holds particular relevance for social groups and ethnic communities whose history and stories may not have been previously told in a museum setting.

About the Exhibition

What has it meant to be a woman in Canada throughout its 150-year history? This nationally travelling exhibit, developed by the Waterloo Region Museum and tour managed by Science North, explores how women have transformed Canadian politics, work, and everyday life. *Trailblazing* highlights the experiences of women - mothers, sisters, daughters, partners, and friends - from all walks of Canadian life.

The *Trailblazing: Women in Canada since 1867* exhibit was created and produced by the Waterloo Region Museum and was funded by the Region of Waterloo. The exhibit was also funded in part by the Government of Canada through the Department of Canadian Heritage / Museums Assistance Program. 3

ABOUT THE EXHIBITION CONT . . .

Project Partners: Waterloo Region Museum, Department of Canadian Heritage / Museums Assistance Program.

The exhibit was created with assistance from the Advisory Committee of:

Dr. Gail Cuthbert Brandt

Dr. Kristina Llewellyn

Dr. Marlene Epp

Nancy Birss

Tammy Webster

Dr. Wendy Mitchinson

Trailblazing: Women in Canada since 1867 explores 150 years of women's issues in Canada through the themes of Work, Education, Body, Politics, and Violence Against Women. Each thematic area includes historic and contemporary narratives, multimedia presentations, artifacts, and in some cases, hands-on interactives. Learn about the challenges faced by women both historically and today, and discover achievements from across the country.

Highlighted throughout the exhibit are Canadian women who have been "trailblazers" in bringing about social and political change. Come learn about the accomplishments of hundreds of remarkable women. From Hide Hyodo Shimizu (a teacher who organized a school system in British Columbia's Japanese internment camps during the Second World War) to Shelia Watt-Cloutier (Nobel Peace Prize nominee in 2007), their stories will inspire.

The audiovisual bus in *Trailblazing: Women in Canada since 1867* was inspired by Cora, the Women's Liberation Bookmobile, which toured Ontario in 1974. Named after prominent Canadian suffragist, E. Cora Hind, the purpose of the bus was to spread literature about women's issues to areas that did not have access to those resources. The bus is used as a theatre in the exhibit, showing a video featuring female-led protests across the country and through time.

The exhibit includes a hands-on hockey game that features famous Canadian female players from a variety of time periods. From Lady Stanley, who played in the first recorded female hockey game in 1889, to Manon Rhéaume, the first woman to play in an NHL game, *Trailblazing* also explores the history of women's hockey in Canada. Come see items worn by Olympian Hayley Wickenheiser, on loan to us from the Hockey Hall of Fame.

One of many stories told in *Trailblazing: Women in Canada since 1867* is the Fleck workers' strike, which occurred in 1978. Women workers at the Fleck Manufacturing plant endured horrible working conditions and sexual harassment. This strike set a precedent and challenged the labour movement to address the needs of women workers.

ABOUT THE EXHIBITION CONT . . .

Between 1892 and 1969, it was illegal in Canada to advertise, sell, or distribute contraceptives. In 1936, social worker Dorothea Palmer was arrested and charged for distributing birth control information. Her trial captured the nation's attention, and sparked debate about a woman's right to contraception. Come learn more in *Trailblazing: Women in Canada since 1867*.

The exhibit also examines work that still needs to be done in the 21st century with respect to women's rights, different experiences based on race, class and ethnicity, and the experiences of the "everyday" woman.



ABOUT THE MARKETING GUIDE

We encourage you to:

- Use the messages and images supplied or create your own within the guidelines provided.
- Share your marketing strategies and materials with Science North for inclusion on this Marketing Guide website so others can benefit from your experiences.

Please remember: All marketing elements must be approved by Science North before use. Science North is committed to providing approvals or requesting adjustments as quickly as possible.

To request approval for artwork, please forward all requests to approvals@sciencenorth.ca.

Be sure to review and adhere to the guidelines and mandatory requirements outlined in this guide and in your Trailblazing: Women in Canada since 1867 lease agreement.

If we can be of any assistance, please don't hesitate to contact us at internationalsales@sciencenorth.ca.



GUIDELINES

Trailblazing: Women in Canada since 1867 exhibitors are responsible for all publicity, promotion, and advertising relating to the display of the exhibition at their venue.

Exhibitors must use the Trailblazing logo provided by Science North. A copy of the *Trailblazing* logo can be found under “Logos and Style Guide” on page 21 of the Marketing Guide.

Exhibitors must identify and credit Waterloo Region Museum as the developers and producers of the exhibition in all publicity, communications, and promotional materials relating to the exhibition, wherever practical, using the Waterloo Region Museum logo provided, and the following credit line: *Trailblazing: Women in Canada since 1867* is a production of Waterloo Region Museum, Kitchener, Ontario, Canada. A copy of the Waterloo Region Museum logo can be acquired from Artwork & Photos on page 22 and 23 of the Marketing Guide.

All promotional materials used to market the exhibition must be submitted to Science North for approval at least 30 days before its use. If approval within a shorter timeframe is required, Science North will do its best to accommodate such requests. Please contact approvals@sciencenorth.ca for all marketing approvals.

All publicity, communications, and promotional materials relating to the exhibition must also credit funders and any other exhibition tour sponsor/supporter as specified in this guide. At present, there are no tour sponsors/supporters.

Trailblazing: Women in Canada since 1867 exhibitors must send to Science North, no later than 45 days following the date of closing of the exhibition, an attendance and publicity report. This summary report shall include attendance figures, press clippings and reviews, installation photos, and other pertinent information related to the display of the exhibition. Please submit the summary report to your primary contact person for the *Trailblazing: Women in Canada since 1867* exhibition.

As per your *Trailblazing: Women in Canada since 1867* Travelling Exhibit Lease Agreement, should there be an opening event for this exhibition, the Exhibitor must invite representatives of Waterloo Region Museum, Science North and its Sponsors to the event, and include a representative in the opening remarks.

As a Trailblazing exhibitor, you may solicit your own sponsors, subject to Science North's approval, not to be unreasonably withheld.

Please refer to your *Trailblazing: Women in Canada since 1867* Travelling Exhibit Lease Agreement for full details and to ensure you are meeting your contractual obligations in all areas.

TARGET AUDIENCES

The *Trailblazing: Women in Canada since 1867* exhibition captures a broad range of audiences and gives your venue the opportunity to target and draw in a variety of visitors. In addition to your regular audiences, we encourage you to target your messages to the following audiences that you may not normally attract:

Leisure Market:

- Major festivals
- Travellers visiting friends
- Sports events

Families:

- Teens and young adults
- Adults visiting without children
- Older adults who are interested in women's issues
- Seniors

Secondary School Groups:

- History; cultural history, social history, Canadian history
- The arts
- Social studies; gender studies, psychology, sociology, philosophy, politics
- Social justice clubs
- Leadership programs
- All girls clubs, groups, sports teams
- All girls schools

Post-Secondary School Groups:

- History; cultural history, social history, Canadian history
- The arts
- Social studies; gender studies, psychology, sociology, philosophy, politics
- Social justice clubs
- Women's clubs, groups, sports teams
- Women's associations, caucuses
- Women's colleges

Community Groups:

- Women's rights organizations
- Women's clubs, groups, networks, sports teams
- Women's associations, caucuses
- Indigenous groups
- Cultural groups
- Local history groups, historians
- Girl Guides, Brownies, Sparks
- Retreats, workshops, courses
- Corporate groups

MARKETING THEMES

Trailblazing's graphic wall system was inspired by weaving techniques, wampum belts, and organic structures to form themed pavilions. It enables a cross-section of vastly different graphic material to be woven together into a single flowing structure that forms the core of the exhibit.

The overall system has the appearance of an evolving structure in time, representing the struggle for women's empowerment in the past, present, and future – for work yet to be done.

The exhibition includes counterpoints to the textual/photographic pavilion content, conveying themes in less literal ways. These stand-alone pieces occupy the perimeter of the exhibit, engaging visitors both emotionally and physically, and include; a women's table hockey game, a violence against women memorial theatre, hands-on "women's work" interactives, an Indigenous theatre space, and a circular touchscreen focusing on women trailblazers.

In addition, the exhibition has a series of tall portrait towers celebrating everyday women in Canada through history. It was also determined that the exhibit required a geographical element, which would tie the vastness of the country together, and the concept of a Canadian "road trip" theatre takes the form of a school bus decorated with political activism buttons.



EXHIBIT DESCRIPTIONS

(56 words)

What has it meant to be a woman in Canada throughout its 150-year history? This nationally travelling exhibit, created and toured by the Waterloo Region Museum, explores how women have transformed Canadian politics, work, and everyday life. Trailblazing highlights the experiences of women - mothers, sisters, daughters, partners, and friends - from all walks of Canadian life.

(177 words)

What has it meant to be a woman in Canada throughout its 150-year history? This nationally travelling exhibit, created and toured by the Waterloo Region Museum, explores how women have transformed Canadian politics, work, and everyday life. Trailblazing highlights the experiences of women - mothers, sisters, daughters, partners, and friends - from all walks of Canadian life.

Trailblazing explores 150 years of women's issues in Canada through the themes of Work, Education, Body, Politics, and Violence Against Women. Each thematic area includes historic and contemporary narratives, multi-media presentations, artifacts, and in some cases, hands-on interactives. Learn about the challenges faced by women both historically and today, and discover achievements from across the country.

Highlighted throughout the exhibit are Canadian women who have been "trailblazers" in bringing about social and political change. Come learn about the accomplishments of hundreds of remarkable women. From Hide Hyodo Shimizu (a teacher who organized a school system in British Columbia's Japanese internment camps during the Second World War) to Shelia Watt-Cloutier (Nobel Peace Prize nominee in 2007), their stories will inspire. Prize nominee in 2007), their stories will inspire.

EXHIBIT DESCRIPTIONS CONT . . .

(453 words)

What has it meant to be a woman in Canada throughout its 150-year history? This nationally travelling exhibit, created and toured by the Waterloo Region Museum, explores how women have transformed Canadian politics, work, and everyday life. Trailblazing highlights the experiences of women - mothers, sisters, daughters, partners, and friends - from all walks of Canadian life.

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The audiovisual bus in Trailblazing was inspired by Cora, the Women's Liberation Bookmobile, which toured Ontario in 1974. Named after prominent Canadian suffragist, E. Cora Hind, the purpose of the bus was to spread literature about women's issues to areas that did not have access to those resources. Our bus will be used as a theatre in the exhibit, showing a video featuring female-led protests across the country and through time.

The exhibit includes a hands-on hockey game that features famous Canadian female players from a variety of time periods. From Lady Stanley, who played in the first recorded female hockey game in 1889, to Manon Rhéaume, the first woman to play in an NHL game, Trailblazing also explores the history of women's hockey in Canada. Come see items worn by Olympian Hayley Wickenheiser, on loan to us from the Hockey Hall of Fame.

One of many stories told in Trailblazing, the Fleck workers' strike occurred in 1978. Women workers at the Fleck Manufacturing plant had endured horrible working conditions and sexual harassment. This strike set a precedent and challenged the labour movement to address the needs of women workers.

Between 1892 and 1969, it was illegal in Canada to advertise, sell, or distribute contraceptives. In 1936, social worker Dorothea Palmer was arrested and charged for distributing birth control information. Her trial captured the nation's attention, and sparked debate about a woman's right to contraception. Come learn more in Trailblazing.

The exhibit also examines work that still needs to be done in the 21st century with respect to women's rights, different experiences based on race, class and ethnicity, and the experiences of the "everyday" woman.

SAMPLE MEDIA RELEASE

NEWS RELEASE

For Immediate Release – [date]

Trailblazing: Women in Canada since 1867 exhibit opens at [location]

Trailblazing: Women in Canada since 1867 will be on exhibit at the [location] on [date]. This nationally travelling exhibit explores how women have transformed Canadian politics, work, and everyday life. The exhibit also examines work that still needs to be done in the 21st century with respect to women's rights, different experiences based on race, class and ethnicity, and the experiences of the "everyday" woman.

[quote from location renting the exhibit]

"What has it meant to be a woman in Canada throughout its 150-year history? *Trailblazing* highlights the experiences of women - mothers, sisters, daughters, partners, and friends - from all walks of Canadian life," said Adèle Hempel, Manager/Curator of the Region of Waterloo Museums.

The exhibit was created by the Waterloo Region Museum in collaboration with women's history professors from the University of Waterloo. Input from various groups from across Canada also influenced the design and content of the exhibit.

This project is funded by the Region of Waterloo, in part by the Government of Canada through the Museums Assistance Program of the Department of Canadian Heritage.

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For more information and to set up an interview, please contact:

For more information, please visit: [URL].

[SCIENCE CENTRE BOILER PLATE]

For more information, please contact: [MEDIA CONTACT]

EDITORIAL IDEAS

- 1 Capitalize on timely major events that happen in Canada and around the world involving women. Contact local media outlets to offer an explanation of the event and relate it back to the *Trailblazing* exhibit and how it provides experiences related to women's achievements in Canada. (e.g., globalnews.ca/news/4228588/women-right-to-vote-canada-centenary/)
- 2 Research major accomplishments made by local women, such as a high-profile businesswoman or politician, or perhaps one of the women featured in the exhibit was originally from your area. Outline the impact the accomplishment had on the community and wider society. Involve local historians, universities, colleges, museums, etc. in your research.
- 3 Launch the opening of *Trailblazing* with dignitaries, politicians, business leaders, historians, media, and students. Have a high-profile woman from your community offer a guided tour of the exhibit.
- 4 How can you help your visitors make a difference? Compile a list of local “trailblazing” organizations. Include their mission, how to get in touch with them, and the best way to get involved!
- 5 Ask your visitors to share their own stories about a time when they were a trailblazer or someone they know was. Feature a weekly story, and encourage visitors to share their lived experiences.



PARTNERSHIPS

Developing a variety of partnerships can help with the launch of the *Trailblazing: Women in Canada since 1867* exhibition by getting support with promotion and engagement.

Partnerships:

- Women's organizations
- Women's health care networks
- Historical societies
- Universities and colleges
- Sports teams
- Social justice groups
- Local media (television, radio)
- Canadian historians
- Local businesses led by women

PROMOTIONAL IDEAS

Involvement of celebrities prior to launch or at launch can help bring attention to the project. Where possible, work to involve local and other celebrities in the launch and promotion of *Trailblazing: Women in Canada since 1867*.

Celebrities could include:

- Media personalities
- Female athletes
- Female politicians
- Historians
- Accomplished women in their respective fields
- Women's rights activists
- Women in the military
- Female educators
- Female business leaders

SPEAKERS AND ENTERTAINERS

Hosting speakers, such as historians, women's rights activists, and researchers are a great complement to *Trailblazing: Women in Canada since 1867*. Below are some types of speakers you may consider for your events:

Examples of speakers:

- Professors from your local university or college
- Representatives from local women's organizations
- Historians, specifically of Canadian history



Launch Events

- Host a themed opening VIP media event with specialty refreshments, hors d'oeuvres, live entertainment, a preview of the exhibition and special screenings of a film that complements the exhibition theme. Partner with a local university or women's organization to help support the event.
- Host a member appreciation day with special offers, incentives or activities so that your members can be the first to experience *Trailblazing: Women in Canada since 1867*. Invite your employees and special guests to also have a preview at this event. Invite local media partners to do an on-site live remote and provide them with exhibition-related giveaways to drive added awareness.
- Host a speaker series throughout the duration of the exhibition, immersing your audience in inspiring accounts of trailblazing women. Consider female historians, female professors, highprofile women in their respective fields, etc. Bring in a speaker in conjunction with your media launch of the exhibit to generate additional visibility for your opening, and be sure to have this person do the interview circuit.
- Host an overnight event for kids and/or teens to spend a special night at your venue. Admission could include exclusive exploration of *Trailblazing: Women In Canada since 1867*, popcorn and drinks, a screening of a related movie (e.g., *Hidden Figures*), hands-on workshops, and breakfast in the morning.

Ongoing Events

- Host an ongoing themed evening event for women (similar to a “paint night” activity) to highlight the accomplishments of women with speakers, artistic activities, and networking.
- Does your venue run a seasonal camp or program? Connect the exhibition to these programs to encourage “trailblazing” in youth.

Examples of text blurbs used in social media posts:

What has it meant to be a woman in Canada throughout its 150-year history? *Trailblazing* explores how women have transformed Canadian politics, work, and everyday life. The exhibit highlights the experiences of women - mothers, sisters, daughters, partners, and friends - from all walks of Canadian life.

Quelle a été la particularité féminine du Canada depuis 150 ans? L'exposition itinérante décrit comment les femmes ont transformé les domaines politique et professionnel ainsi que la vie quotidienne au Canada. *Initiatrices, femmes du Canada* retrace les expériences de femmes - mamans, soeurs, filles, partenaires et amies - de tous les horizons.

Trailblazing explores 150 years of women's issues in Canada through the themes of Work, Education, Body, Politics, and Violence against Women. Each thematic area includes historic and contemporary narratives, multi-media presentations, artifacts, and in some cases, hands-on interactives. Learn about the challenges faced by women both historically and today, and discover achievements from across the country. The exhibit also examines work that still needs to be done in the 21st century with respect to women's rights, different experiences based on race, class and ethnicity, and the experiences of the "everyday" woman.

L'exposition *Initiatrices* retrace 150 années d'enjeux féminins au Canada en matière de travail, d'éducation, d'image du corps, de politique et de violence envers les femmes. Narrations historique et contemporaine, présentations multimédias, artéfacts et, dans certains cas, contenus interactifs figurent dans chaque domaine thématique. On y décrit les défis d'hier et d'aujourd'hui, ainsi que les progrès réalisés à l'échelle du pays. L'exposition permet de prendre en compte les expériences vécues par la femme « ordinaire » et le travail qu'il reste à faire au XXI^e siècle par rapport aux droits de la femme et à l'influence qu'exercent sur elle la race, la classe sociale et l'origine ethnique.

Highlighted throughout the exhibit are Canadian women who have been "trailblazers" in bringing about social and political change. Come learn about the accomplishments of hundreds of remarkable women. From Hide Hyodo Shimizu (a teacher who organized a school system in British Columbia's Japanese internment camps during the Second World War) to Shelia Watt-Cloutier (Nobel Peace Prize nominee in 2007), their stories will inspire.

L'exposition met en vedette des femmes exceptionnelles du Canada qui ont été « initiatrices » de changements politiques et sociaux. L'histoire de l'enseignante Hide Hyodo Shimizu, organisatrice d'un système scolaire dans les camps d'internement de Canadiens japonais en Colombie-Britannique pendant la Seconde Guerre mondiale, et l'histoire de Sheila Watt-Cloutier, candidate pour le prix Nobel de la paix en 2007, sont inspirantes.

The exhibit includes a hands-on hockey game that features famous Canadian female players from a variety of time periods. From Lady Stanley, who played in the first recorded female hockey game in 1889, to Manon Rhéaume, the first woman to play in an NHL game, *Trailblazing* also explores the history of women's hockey in Canada.

L'exposition comprend un jeu de hockey interactif mettant en présence des hockeyeuses canadiennes de renommée et d'une variété d'époques. On décrit l'histoire du hockey féminin au Canada, à partir de lady Stanley,

Participante de la première partie de hockey féminin enregistrée au Canada, en 1889, jusqu'à Manon Rhéaume, première femme à jouer dans la LNH.

One of many stories told in *Trailblazing*, the Fleck workers' strike occurred in 1978. Women workers at the Fleck Manufacturing plant had endured horrible working conditions and sexual harassment. This strike set a precedent and challenged the labour movement to address the needs of women workers.

L'exposition relate aussi la grève des travailleuses de Fleck, en 1978. Ces femmes ont enduré des conditions de travail épouvantables, y compris le harcèlement sexuel. La grève de Fleck établit un précédent qui obligea le mouvement ouvrier à tenir compte des besoins des ouvrières.

Between 1892 and 1969, it was illegal in Canada to advertise, sell, or distribute contraceptives. In 1936, social worker Dorothea Palmer was arrested and charged for distributing birth control information. Her trial captured the nation's attention, and sparked debate about a woman's right to contraception. Come learn more in *Trailblazing*.

Entre 1892 et 1969, la commercialisation de contraceptifs était illégale. En 1936, la travailleuse sociale Dorothea Palmer est arrêtée et accusée de distribuer de l'information sur la régulation des naissances. Son procès attire l'attention du pays et suscite un débat sur le droit dont la femme dispose en matière de contraception. En définitive, *Initiatrices* a beaucoup à raconter.

ROLE OF SOCIAL MEDIA

Regular posts and updates are essential for an effective social media campaign, and for *Trailblazing: Women in Canada since 1867*, there are a number of additional elements and enhancements that should be considered.

Some additional outcomes to actively seek include:

- Increase the total number of people following the centre on various social media platforms.
- Increase the total number of people following *Trailblazing: Women in Canada since 1867* feeds on various social media platforms.
- Encourage visitors to post about their experiences at the exhibit on their own social media feeds – especially any photo-op opportunities.

As a base for your social media campaign, a system should be developed to create posts at regular intervals on each platform, ideally daily if resources permit. Creating specific channels such as #hashtags and both sharing and encouraging shares will increase the reach and effectiveness of your campaign. From an interest standpoint, reacting to and commenting on stories related to the themes of the exhibit and will further encourage people to follow and interact with your feeds.

General social media tips:

Share the content you create across all of your platforms.

Tailor your messaging to your varied audiences on the various platforms.

Whenever possible, use locally occurring events as a tie-in to the exhibition.

Facebook

Draws and Contests:

- Run a “*Trailblazing: Women in Canada since 1867*” picture or video of the week contest by asking followers to upload their pictures. Panel selects the winner.
- Run “Like” or “Comment” giveaways on your posts.

Content:

- Create original content.
- Find fun facts from appropriate websites and trusted researchers to share weekly (e.g., female inventor of the week”).
- Throwback Thursday posts #tbt (e.g., this day in Canadian history, (female’s name) accomplished (this)...”).
- Post a “*Trailblazing: Women in Canada since 1867*” pic of the day/week/month.
- Contact a local historical society to create topical videos about exciting local events related to the themes of the exhibit.
- Schedule a live stream Q & A session with a high profile/accomplished female or historian.

Blog Posts

- If you have a blog platform, create a post about topics related to Trailblazing (e.g., profile local historical women and the advances for women they achieved, a visitor interview highlighting what was learned from the exhibition and what the exhibition means to her, a guest post from a local blogger or celebrity on a topic related to women's rights).

Twitter

- Follow and retweet local women's groups and historical societies.
- Create your own hashtag to start discussions on Twitter to capture "Trailblazing: Women in Canada since 1867" conversations.
- Use the hashtag **#trailblazingexhibit** or **#expositioninitiatrices** to engage with the current "*Trailblazing: Women in Canada since 1867*" conversation.
- Encourage visitors to use the hashtag **#trailblazingexhibit** or **#expositioninitiatrices** to continue the "*Trailblazing: Women in Canada since 1867*" conversation.

Instagram

- Reuse the Facebook content listed above by tailoring the messaging to your Instagram followers.
- Use the hashtag **#trailblazingexhibit** or **#expositioninitiatrices** to capture all "*Trailblazing: Women in Canada since 1867*" conversations.
- Encourage visitors to use the hashtag **#trailblazingexhibit** or **#expositioninitiatricesto** continue the "*Trailblazing: Women in Canada since 1867*" conversation.

The following artwork is provided to assist you in creating your *Trailblazing: Women in Canada since 1867* campaign. For direction on representing the developers and producers of the exhibition and sponsor logos see page 6 for Guidelines. You may use the following photos and artwork as is or if you choose, develop your own campaign. Please contact us for access to layered files. The artwork includes the following:

- Flyers (ENG & FR)
- Posters (ENG & FR)

The following significant dates can be used to help create your social media calendar:

FEBRUARY

- National Day of Action/ Girls Action Foundation – FEB 1
- Canadian Sexual and Reproductive Health Day – FEB 12
- World Day of Social Justice – Feb 20
- International Mother Language Day - FEB 21

SOCIAL MEDIA CONT . . .

MARCH

- Zero Discrimination Day – MAR 1
- World Day of the Fight Against Sexual Exploitation – MAR 4
- International Women’s Week – WEEK OF MARCH 8
- International Women’s Day – MAR 8

APRIL

- Equal Pay Day (date changes based on wage-gap)
- International Day Against Victim-Blaming – APR 3
- Anniversary of N.B. women’s right to vote (Equality Day) – APR 17
- Refugee Rights Day in Canada – APRIL 4
- Girls in ICT Day (Information and Communications Technology) – 4TH THURSDAY IN APRIL

MAY

- Sexual Assault Awareness Month – MAY
- National Elizabeth Fry Week – WEEK PRECEEDING MOTHER’S DAY
- International Midwives Day – MAY 5
- Mother’s Day – SECOND SUNDAY
- International Nurses’ Day – MAY 12
- International Women’s Day for Peace and Disarmament – MAY 24

OCTOBER

- Women’s History Month
- Breast Health Month
- Sisters in Spirit Vigils – OCT 4
- International Day of the Girl – OCT 11
- World Rural Women’s Day – OCT 15
- First Nations Women’s Day – OCT 5
- World Teachers’ Day – OCT 5
- World Breastfeeding Week –FIRST WEEK OF OCTOBER

NOVEMBER

- International Day to End Violence Against Women – NOV 25
- 16 days of activism against gender violence – NOV 25-DEC 10

DECEMBER

- National Day of Remembrance and Action on Violence Against Women – DEC 6
- International Day to End Violence Against Sex Workers – DEC 17

LOGOS AND STYLE GUIDE

Exhibitors of *Trailblazing: Women in Canada since 1867* must use the logo provided by Waterloo Region Museum. All logos are available in English and French.

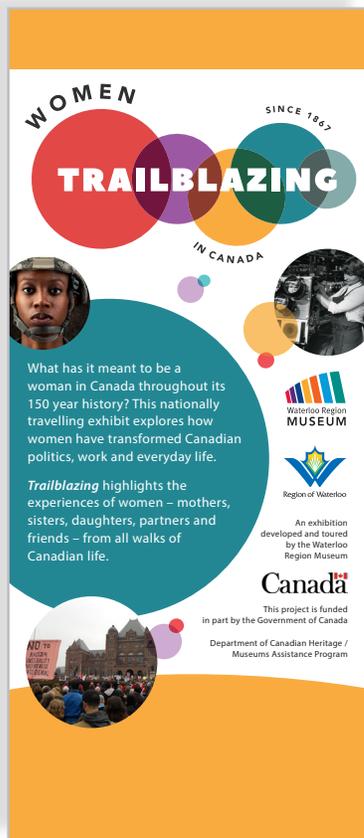


Download Exhibition Logos
(link to url/zip file containing all files)

ARTWORK

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Download Exhibition Artwork
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PHOTOGRAPHY

Waterloo Region Museum provides a range of professional, licensed exhibit photos for your marketing purposes. Exhibitors may also take their own photos. Please share your photos with Science North and the Waterloo Region Museum to add to the exhibitor documents.



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Funders

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Exhibit Advisory Committee

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- Dr. Kristina Llewellyn
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