



Victoria Makes its Period Promise

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For Immediate Release

VICTORIA, BC — The City of Victoria is partnering with United Way Greater Victoria on its *Period Promise* campaign. Beginning this year, free menstrual products such as tampons and pads will be available in various City of Victoria civic facilities, including City Hall, Crystal Pool and Fitness Centre, and downtown public washrooms.

“The City of Victoria is proud to be the first municipality in the Capital Region to make the Period Promise,” said Mayor Lisa Helps. “We know that not having access to menstrual products when you need them can be a risk to people’s health and socially isolating. Providing free menstrual products in City facilities is a small, practical thing we can do that will make a big difference in the lives of many people in our community.”

“Monthly menstruation products are a necessity, but if you’re living in poverty – or vulnerable in other ways – access to menstrual products can be challenging,” says Mark Breslauer, CEO, United Way Greater Victoria. “We thank the City of Victoria for joining the Period Promise movement and breaking down barriers by providing access to free products in their facilities.”

“Providing free menstrual products helps people live with the dignity that we all deserve,” says Councillor Laurel Collins, who brought the idea forward to the City. “Supporting the Period Promise campaign raises awareness about period poverty in our community and it reduces stigma. It is a concrete way the City is showing leadership in working to ensure our civic facilities are safe, inclusive, and equitable for people of all genders, gender identities, and gender expressions.”

Period Promise has garnered support from a growing number of organizations across the province that offer free and accessible products in their workplace or office. In response to the *Period Promise* campaign, in April, the BC government declared that all BC public schools will be required to provide free menstrual products for students in school washrooms by the end of the year.

The United Way’s *Period Promise* initiative also mobilizes citizens to be part of the solution. The community can participate by donating financially or by organizing a *Period Promise* campaign to collect donated products such as tampons, pads, cups or menstrual underwear. For more information, visit: periodpromise.ca.

— 30 —

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