

BY E-MAIL

March 20, 2023

Megan Lahti  
Mayor, City of Port Moody  
100 Newport Drive  
Port Moody, B.C. V3H 5C3

**Re: May - Jewish Heritage Month in Canada**

Dear Mayor Lahti,

Last year B'nai Brith launched a campaign to highlight that May is Jewish Heritage Month in Canada.

Our efforts were remarkably successful as 42 partners representing municipalities and school boards adopted proclamations, hosted events and used their social media to mark the heritage month.

While Parliament enacted Jewish Heritage Month in March 2018, last year was the first organized campaign to promote it. We're hoping to build on that success.

In response to our recent letter sent to organizations, municipalities and others, we received significant feedback about how to enhance Jewish Heritage Month for 2023. One idea which we will definitely use is hosting video greetings on our web site.

We are hopeful that Jewish Heritage Month grow into a successful national event attracting the interest and support of Canadians right across the country.

As Mayor in a region with a growing Jewish population, we would be eager to have your video message. It can focus on anything you want to share with Canadians about Jewish Heritage Month, about issues important to the Jewish and other communities in British Columbia or your work to champion efforts to combat antisemitism and other forms of hate.

The video can be 2 to 4 minutes long and can be in MP4 format or via cell phone. If the later, it should be recorded in landscape (horizontal) format.

Please provide to us at [marvinr@bnaibrith.ca](mailto:marvinr@bnaibrith.ca).

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We will share on our social media and make available to our extensive readership on our website.

To facilitate our work, we would appreciate receiving your video by April 14, 2023.

We would also appreciate if you would issue a Proclamation marking May as Jewish Heritage Month in Port Moody.

Please let us know if you have need of any further clarification.

Yours truly,



Marvin Rotrand  
National Director - League for Human Rights  
B'nai Brith Canada

