

We're an adhoc group of concerned citizens who came together on social media to DO SOMETHING in response to the sexist, *Experience Regina* rebrand of our city.

*“Sexual assault is the only violent crime in Canada not on a decline.”*

*“Women, girls, and gender-diverse people are at high risk of sexual violence. Some are at even higher risk due to the additional discrimination and barriers they face. This includes women with disabilities, Indigenous women, and women who are homeless or underhoused.”*

*“It costs lives: approximately every six days, a woman in Canada is killed by her intimate partner.”*

*“More than 5,700 women in Saskatchewan reported being victims of intimate partner violence in 2021, the most recent year for which StatsCan data is available.”*

*“The number of reported rapes in Regina rose by 16% in 2022.”*

Onto this landscape, one we with vaginas know too well, came Experience Regina spewing sexist rhetoric, encouraging us to ignore what we know, to be cool and “lean into its name,” Regina, “the city that rhymes with fun.” The slogans to “make Regina sexy,” to “do it in” Regina, to “show your Regina” where “not everything is flat...” as one commentator noted, are “lazy and gross.” And, from other comments I’ve read, many survivors of sexual assault, including me, have been triggered and retraumatized by the campaign.

Nor am I the only one who’s absolutely tired of this kind of BS. Tired of the bad jokes. Tired of sexual harassment. Tired of responding to misogyny. And when it comes from our own Tourism department, well, ENOUGH! It’s time for action.

Initially, Mayor Masters thought the campaign to be “bold and fun,” but she’s recently

backpedalled and called it sexist. REAL Regina's CEO, Tim Reid, the man ultimately responsible for the campaign's launch, has also stepped back and issued an apology. But as of this morning, he has not stepped down.

Their words of apology are not enough. Their apologies and excuses have travelled the world, but don't go far enough. Actions are required. Actions such as:

- the removal of Regina Exhibition Association Limited (REAL) CEO from anything to do with the City of Regina;
- a full inquiry into how and why this campaign launched;
- fair and equal representation of underserved and underrepresented communities, including BIPOC, Disabled, Pride, and people with vaginas at the marketing and promotions table; and,
- appropriate and immediate education and training around inclusivity, racism, sexual harassment for Mayor Masters and all members of Council, City staff, boards, and agencies.

These actions would go a long way to repairing the harm *Experience Regina* created. *Experience Regina* is dead and must never be revived. Misogyny at City Hall must also die and never be revived.

For further information, please contact:

Bernadette Wagner