



For Immediate Release

Nov. 27, 2021

Town holds official ribbon cutting of rainbow Pride crosswalk

Georgina, ON – The Town of Georgina held the official ribbon cutting of the rainbow Pride crosswalk today. Located in the uptown Keswick Business Improvement Area at Simcoe Avenue and the Queensway South, it is the second in a series of symbolic crosswalks the Town is planning throughout the community.

“The goal of the rainbow Pride crosswalk is to show the Town of Georgina’s commitment to diversity and inclusiveness,” said Mayor Margaret Quirk. “I am proud we are the second municipality in York Region to install a rainbow crosswalk. It has been through the efforts of the Georgina Equity and Diversity Committee, CAYR Community Connections, Pflag, York Pride and Georgina Pride that this crosswalk is now in place. We will continue to work to promote mutual trust and respect among the Town’s diverse community groups, and show Georgina to be a welcoming community for everyone.”

The popularity of rainbow, and other inclusive crosswalks, shows how communities can embrace diversity and show their commitment to the LGBTQ2 community. The Town has received many comments from residents and community members supporting the installation of a rainbow Pride crosswalk. The Town of Georgina is committed to being an inclusive community. In 2018, Council endorsed the Inclusion Charter for York Region, which embraces all dimensions of diversity, and is grounded in the belief that our greatest strength is the ability to bring people together to build a welcoming community that celebrates and values the differences and contributions of everyone.

A similar unveiling will be held in 2022 for the Every Child Matters crosswalk, located in front of the Island View Business Centre/Georgina Island Ferry dock, once the second location in Sutton has been completed.

-30-

Media Contact: Tanya Thompson | Communications Manager | Office of the CAO
Phone: 905-476-4305, Ext. 2446 | Email: tathompson@georgina.ca | georgina.ca