



Media Relations Guidelines

Diversity Thunder Bay consists of individuals and representatives of organizations working to celebrate difference and end racism and discrimination in Thunder Bay, Ontario. In keeping with our mission to foster a culturally aware and equitable community, Diversity Thunder Bay welcomes diverse groups from the city. Established in 2000, our membership has grown steadily as we have worked, one initiative at a time, to raise awareness and educate the community.

Mission Statement: Diversity Thunder Bay works towards an inclusive, equitable community free of racism and discrimination of any kind.

Guiding Principle: Diversity Thunder Bay believes that Thunder Bay should be a welcoming and safe place for individuals and groups regardless of race, ancestry, place of origin, colour, ethnic origin, citizenship, class, creed, sex, gender, gender identity, sexual orientation, age, education, marital status, source of income, same-sex partnership status, family status or disability.

Diversity Thunder Bay welcomes the support of and collaboration with local media. We ask when covering us, our events or any story that addresses inequities or discrimination, that consideration be given to our mission statement and guiding principles. Any individual in Thunder Bay and elsewhere, as well as media are welcome to attend our events. We also ask of all those attending our events to only use or reproduce content and quotes from Diversity Thunder Bay events with explicit consent of Diversity Thunder Bay, and to use any quotes in their proper context. For local media, to ensure that issues are not misunderstood, we expect that your coverage will be thoughtful, sensitive and appropriate, so as not to cause harm to people who already face injustices in their lives.