

From: Alison Dowling <ar.dowling@icloud.com>
Sent: March 23, 2025 2:46 PM
To: City of Cold Lake <city@coldlake.com>
Subject: Menstrual Health Day Proclamation & Flag Raising

Hello!

I am writing on behalf of the Period Purse (<https://www.theperiodpurse.com/>).

Did you know that 1 in 4 Canadian menstruators (25%) have been forced to decide between purchasing menstrual products and purchasing other essentials such as food or rent within the last year? This is an issue that exists in your community, throughout the province, and across the country.

We are inviting you to issue a proclamation in recognition of May 28th as [World Menstrual Health Day](#). This request falls under the not-for-profit charitable awareness campaign. The Period Purse has been a federally registered charity since 2019.

Why May 28th? The average menstrual cycle is 28 days while the average bleeding period is 5 days (May is the 5th month of the year).

As a representative of the City of Cold Lake, you can help us recognize the 11th annual Menstrual Health Day, a global day of awareness and action, along with 1100 global partners working together to break the stigma and taboo of menstrual health. Working together, we can end the root causes of period poverty in your community and others around the world.

At The Period Purse, we strive to support menstrual equity by removing the stigma and barriers to accessing period supplies and education in communities like yours and across Canada. It is our goal to see Canada as a Period Friendly place for any menstruator regardless of background, experience, or age.

Every year, towns and cities across Canada join us by lighting up monuments red, flying the TPP flag, and proclaiming May 28th World Menstrual Health Day. The lighting of monuments across the county including the Niagara Falls, the CN Tower, The BC Legislature will increase conversations about menstrual health needs in your community and ways we can all get involved in achieving equity for our neighbours.

Attached is the form as per your website.

I look forward to hearing from you!

Thank you,

Alison Dowling