

Media Advisory

Kensington Municipality Commits to Ending Gender-Based Violence

Kensington, PEI, October 25, 2024 – The Mayor of Kensington will sign a declaration in support of ending gender-based violence, alongside members of the PEI Advisory Council on the Status of Women (ACSW). This marks the culmination of their collaboration with the community to develop a *Motivated Municipalities* Community Action Plan to address violence prevention. On Wednesday October 30th at 1:00pm, Mayor Rowan Caseley and Executive Director of the PEI ACSW Jane Ledwell will jointly announce the declaration identifying nine (9) actions that the Town of Kensington will take to address gender-based violence.

The *Motivated Municipalities* collaboration began in the spring of 2024, when the PEI Status of Women chose to focus on engaging with a rural Island community and Kensington agreed to lead the way as their municipal partner. Under the Spire was also a partner on the project, with staff providing administrative and logistical support. Funding assistance for the *Motivated Municipalities* project was received from the PEI Interministerial Women’s Secretariat, through The National Action Plan to End Gender-Based Violence. A series of community consultations with local organizations and service groups were held, including a public forum open to anyone, and the ACSW summarized thoughts and suggestions to create a list of action items addressing gender-based violence prevention.

In late August, in consultation with Kensington Town Council, the ACSW drafted a Community Action Plan which was approved after review and revisions. October 30th is an opportunity to formally adopt the Community Action Plan, highlighting Kensington’s commitment to ending gender-based violence be widely known and applauded.

“This is a significant achievement, and we are very proud of this unique partnership and the work we have achieved together,” says Barb McDowall, member of the ACSW. “Kensington is the first municipality in PEI to sign such a declaration and make a public commitment to ending gender-based violence. They are a model for other communities and groups across PEI, showing how to create more caring, just, and equitable communities, free from violence.” Barb McDowall is a member of the ACSW from Charlottetown, who participated in every community consultation that took place during the *Motivated Municipalities* project.

Media and the public are invited to attend the declaration signing and announcement of the Community Action Plan by the Town of Kensington. There will be brief remarks offered by Rowan Caseley and Jane Ledwell (bilingual), followed by time for questions.

Date: Wednesday, October 30th, 2024

Time: 1:00 to 2:00pm

Location: Kensington Town Hall, 55 Victoria Street E, Kensington, PEI

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For further information:

Michelle Jay
PEI Advisory Council on the Status of Women
[\(902\) 316-0905](tel:9023160905) (cell) – [\(902\) 368-4510](tel:9023684510) (office)
info@peistatusofwomen.ca

Rowan Caseley, Mayor
Town of Kensington
(902) 432-4492 (cell) - (902) 836-3781 (office)