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To: ["Direct to Mayor and Council - DL"](#)
CC: ["City Manager's Correspondence Group - DL"](#)
["Vaillancourt, Ellen" <Ellen.Vaillancourt@vancouver.ca>](mailto:Ellen.Vaillancourt@vancouver.ca)
["CC Mayor and Council Support - DL"](#)
Date: 5/13/2021 7:32:38 AM
Subject: Italian Heritage Month - Invitation to participate in video

Dear Mayor and Council,

June is Italian Heritage Month, one of 16 official celebrations and observances marked by City Council each year. Italian Heritage Month is an opportunity to honour the history, culture, and contributions of Italian-Canadians to the city of Vancouver. This year, the Italian community's messaging focuses on the *action* of LOVE (and in Italian – AMA). The LOVE - AMA messaging makes a call to everyone to LOVE one another. Rather than divide - love; rather than hate - love; rather than neglect - love; rather than reject - love; rather than fear - love. AMA.

As we are still celebrating virtually due to COVID-19, staff are creating a 2 minute "Italian Heritage Month" video to be released to the public on June 2, which coincides with the 75th anniversary of the Italian Independence Day or *La Festa Della Repubblica*. Councillors are asked to record a video of themselves using their phone as follows:

- Record a 5 second personal message offering best wishes to the Italo-Canadian community – see below for suggestions "One liners for Councillors"

Kindly provide your brief video recording to ellen.vaillancourt@vancouver.ca by Wednesday, May 19th at 11 am. For the best quality and to create a fitting video for this particular occasion, the videographer asks that Councillors:

- Use an uncluttered background that is not brighter than the Councillor in view
- Ensure the lens is focused
- Keep your video message to 5 seconds. Videos that are longer may be edited down for timing purposes.
- Record message in **landscape orientation**

One liner's for Councillors (please ask your Council Assistant to avoid duplication):

1. Best wishes during Italian Heritage Month - Mangia bene, ridi spesso, ama molto (Eat well, laugh often, love in abundance)
2. Thank you to the Italo-Canadian community for their contributions and vibrant heritage shared with all communities.
3. Thank you to all Italo-Canadians for sharing the love of community. Mille grazie amici per il vostro amore.

4. To all Italo-Canadians - enjoy your heritage celebrations and Buona Festa della Repubblica!
5. The culture of a nation resides in the hearts and souls of its people. Happy Italian Heritage Month and Buona Festa della Repubblica!
6. There is only one happiness in this life - to love and be loved (Sigmund Freud). Best wishes to all Italo-Canadians as we celebrate your heritage today.
7. Thank you always for sharing your culture's love for community, the arts and la dolce vita. Enjoy your Italian heritage celebrations.
8. Thank you to the Italo-Canadian community for the conversations at your family table - the food, the wine and the love. Best wishes to everyone.
9. Cheers to the many contributions Italo-Canadians have made to this City, and a long history of Italian influence in the world of arts and culture. Felice mese del Patrimonio Italiano!
10. Buona Festa della Repubblica and Best Wishes to all Italo-Canadians as we celebrate Italian Heritage Month with you.
11. Thank you for giving back to our community, and sharing messages of Courage and Love during these unique times. Grazie amici per l'amore.

Please direct any comments or questions to Ellen Vaillancourt, External Relations and Protocol, at ellen.vaillancourt@vancouver.ca or 604.873.7648.

Best,
Paul

Paul Mochrie (he/him)
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθθəm (Musqueam), lóóvú 7mesh (Squamish), and səlilwətał (Tseil-Waututh) Nations.