



CITY OF VICTORIA

PROCLAMATION

“ISLAND GOOD DAYS”

WHEREAS *the Vancouver Island Economic Alliance, a non-government, non-profit organization created and launched the Island Good product brand in 2018 to make it easy for shoppers to find local products so that increasing sales of local products would improve the sustainability and resiliency of the Island region economy; and*

WHEREAS *the Island Good brand continues as a social enterprise of VIEA to benefit Island goods producers and manufacturers by helping increase sales and market share; and*

WHEREAS *21 of 230 Island Good licensed companies operate in the City of Victoria and Island Good food and beverage products will be especially featured and celebrated in at least one major grocery store in Victoria during the week of June 20-26, 2022.*

NOW, THEREFORE *I do hereby proclaim June 20th to 26th, 2022 as “ISLAND GOOD DAYS” on the HOMELANDS of the Lekwungen speaking SONGHEES AND ESQUIMALT PEOPLE in the CITY OF VICTORIA, CAPITAL CITY of the PROVINCE of BRITISH COLUMBIA.*

IN WITNESS WHEREOF, *I hereunto set my hand this 16th day of June, Two Thousand and Twenty-Two.*

LISA HELPS
MAYOR
CITY OF VICTORIA
BRITISH COLUMBIA

Sponsored by:
Vancouver Island Economic Alliance Society