

We Are Family – 2021 Family Matters

FAMILY WEEK

FEBRUARY 12-19

CREATE A VIDEO

SHARE A VIDEO



We Are Family – Family Matters

In late 2019 we launched the [We Are Family](#) campaign seeking to improve family law. We planned to resume it in 2020. Due to COVID and economic circumstances, this was put on hold.

On Family Day weekend, we are launching a one-week campaign to create awareness and promote the foundational role of the family. This short campaign is called ***Family Matters***.

The ask is simple. Create a video where you introduce your family and briefly explain that the family is the building block of society. Share it on social media.

Check out the family week video checklist for some ideas.

- The UCP promised to table family law amendments.

- The previous government passed legislation that removed foundational language about the family.

- [We Are Family](#) is being re-launched on February 12.

- See below about a simple way to do your part to promote the foundational role of the family in society.

Family Week Video Checklist

- ☐ Introduce your family
- ☐ Mention that you are participating in ARPA's We Are Family campaign
- ☐ State that you would like the government to promote the foundational role of the family
- ☐ Say that the family is the building block of society
- ☐ Share your video on social media and shoot me an email at ed@arpacanada.ca
- ☐ Just give me the OK to share your video on our Alberta Facebook page and I'll take care of that for you