

Asian Heritage Month

May 2022

May 10, 2022

#ProudAsian Youth Social Media Campaign

#AHM2022
#AsianHeritageMonth
#proudasian

"Never forget where you come from.

Roots are what support us and make us stronger.
They hold us up and without roots, we could not
grow."

Campaign Overview

This year, we would like to leverage Asian Heritage Month to launch a campaign that will extend throughout the year, encouraging young Asian Canadians to explore and to reflect on their cultural heritage and identity.

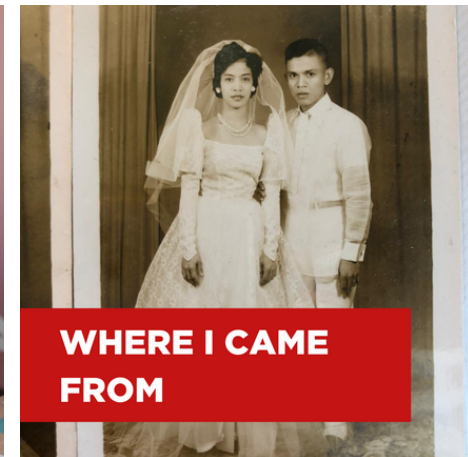
Who: Asian Canadian Youth

Where: Facebook, Twitter, Instagram

When: May 10, 2022 - Dec 31, 2022

Why: With Anti-Asian Racism at an all-time high, we want to create an environment where Asian Canadian youth can be proud of their heritage and identity.

Besides sharing your own story, please consider inviting other young Asian Canadians around you to join our campaign and share their stories too.



Instructions & Guidelines

1. Reflect

What does being Asian Canadian mean to you?
What does Asian Heritage Month mean to you?
What parts of your Asian culture have you retained? What parts have you lost?
What aspects of your Asian heritage are you most proud of?
How well do you know your heritage story? Are there blind spots that you may want to ask family about?

2. Create

Write Your Story (Text + Photos)* OR
Record Your Story (Video)*

*Be Creative! A write-up can be a first person narrative or it could also be a poem.
A video can be a self-recording of your story or it could also be a hilarious exchange with your parents/grandparents!

3. Share

Use the hashtags **#ProudAsian**, **AHM2022** and **#AsianHeritageMonth**
Tag our four partner organizations (bottom right corner) on the platform that you post on.

All entries that use the 3 hashtags and tag the 4 organizations will be entered into a prize draw that will take place at the end of each month.
Entries remain active month after month until they win a prize.

This means that if you enter the contest in the month of May, you'll be eligible for prize draws for all 8 months until you win!

Facebook

@AsianCanadiansTogether
@ACCTFoundation
@AsianHeritageCalgary
@CdnHeritage

Twitter

@ACT2endracism
@ACCTFoundation
@AHFCalgary
@CdnHeritage

Instagram

@acttoendracism
@acct_foundation
@ahfcalgary
@o_canadiana

The background image shows a restaurant interior with a warm, wooden aesthetic. There are curved leather booths, round tables with wooden chairs, and large pendant lamps. The entire image is covered with a semi-transparent red overlay.

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It's time to tell our stories.

Please contact us at 780 995 3112
or asianheritage2020@gmail.com for all inquiries.