



RED COALITION

DIVERSITY

AND INCLUSIVITY IS A

REALITY

JOIN THE FIGHT AGAINST RACIAL
PROFILING AND SYSTEMIC RACISM.





JOIN US ON OUR JOURNEY TO WIN THE FIGHT AGAINST RACIAL PROFILING & SYSTEMIC RACISM.

In 2017, a UN Working Group of Experts on People of African Descent found that racial profiling is "endemic" in Canadian law enforcement, and urged the country to immediately discontinue this practice in all of its forms.

ABOUT

The Red Coalition is a group of like-minded people from all walks of life, shapes, colors and sizes; fighting for one common goal, which is to eliminate the practise of racial profiling and systemic racism within Canada; while raising clarity and awareness to the mental health issues and public health problems it is causing amongst it's citizens. The "act" of practising racial profiling against innocent victims by Canada's police forces do not just stop at the victim, but actually touches those close to them equally.

RED SYMBOLIZES

Red has a range of symbolic meanings, including life, health, vigor, war, courage, anger, love and religious fervor. The common thread is that all these require passion, and the "life force" that drives passion; is blood red.

COALITION SYMBOLIZES

The term "coalition" is the denotation for a group formed when two or more people, factions, states, political parties, militaries etc. agree to work together temporarily in a partnership to achieve a common goal. The word coalition connotes a coming together to achieve a goal.

" The Supreme Court has acknowledged that systemic racial profiling is a "day-to-day reality" for Black and Indigenous Canadians. "



**JOIN THE *FASTEST*
GROWING MOVEMENT:**

THE RED COALITION

THE CAUSE



**SYSTEMIC
RACISM**

THE CHILDREN ARE OUR FUTURE

By 2025 *Millenials* will make up 75% of the global workforce and will be the strength behind the success of our country. They are the future of innovation, creativity and the support that will sustain the remaining population of *Baby Boomers*, *Generation X* and *Xennials*.

We need to stand beside them to ensure that they are left with the tools of stability, to continue the democratic growth we are so proudly fond of.

KEY FOCUS

-Human Rights-Indigenous People-Same-Sex Marriage-LGBT Community

-Discrimination & Racial Discrimination

**RACIAL
PROFILING**

EQUALITY

Join the cause today!
VISIT:www.redcoalition.ca

