

Mississauga. Strong. Ready.

COVID Heroes Campaign

February 24, 2021

mississauga.ca/recovery

COVID Heroes Campaign

Program Purpose

To recognize Mississauga residents that have contributed to helping their community in a fundamental way during the COVID-19 pandemic.

*Thank
you*

COVID-19 Heroes Campaign

Program Overview

- Rebrand the City's Civic Recognition Program to the official COVID Heroes program in 2021.
 - The official Civic Recognition Awards Ceremony that normally takes place in the spring of each year will be paused this year.
 - **Note:** Updates to the Civic Recognition Policy and webpage will indicate that the program will be paused in 2021.
- The goal of the COVID Heroes Program is to recognize Mississauga residents/groups
- The program will be broken down into three key phases:
 1. Promotional period/Nomination callout
 2. Nomination review and approval
 3. Pre-recorded Recognition Ceremony

The ceremony will be presented during the Council meeting on Wednesday, April 21 as part of National Volunteer Week (April 18 to 24).

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The Anatomy of a COVID Hero

- A Mississauga resident that went above and beyond their regular day-to-day or work commitments to help their neighbours and/or the community during the pandemic.
- A dedicated volunteer whose COVID-related work took place in Mississauga.

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Promotional Period

- Open from February 26 through March 19, 2021.
- The program will be communicated through various channels.

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Nomination Review and Self-declaration

- An honour system will be in place for this program.
- The information in the nomination must include:
 - Contact info of nominator and nominee
 - Address and Ward information
 - A 300-word overview of the nominee's work
- The nominee will be asked to sign-off on the information that was provided in the nomination form as being accurate and truthful.

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Award Ceremony

The City's official recognition of the COVID Heroes includes three key elements, as outlined below.

1. **Ceremony:** The Mayor and Councillors will host a pre-recorded appreciation ceremony from Mississauga Celebration Square. The ceremony will be shared at the Council meeting and on the City's social media channels on Wednesday, April 21 as part of National Volunteer Week.
2. **Place-making Structure:** A free-standing, temporary place-making piece will be unveiled on the Square in honour of the City's COVID Heroes.
3. **Certificates:** Each COVID Hero will receive a certificate signed by the Mayor. Printed copies of the certificates will be sent to all award recipients after the recognition ceremony has been presented at Council on April 21.

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Temporary Place-making Piece

- The COVID Heroes program will showcase the purple colour scheme adopted from the City's recovery campaign.
- A Mississauga-based company will create a 3D sculpture from the design provided.



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Program Summary

TACTIC	DATE
Promotional period/Nomination callout	February 26 to March 19
Nomination review approval	March 22 to April 1
Virtual Recognition Ceremony (Filming)	Week of April 5
Council Meeting, including presentation of virtual recognition ceremony	April 21 Note: April 18 to 24 is National Volunteer Week

Thank You