

One Mississauga

CRDHAC

September 17th, 2025



**That's
so
gay.**

**I know, right?
So great.**

Embrace and celebrate our diversity.

OneMississauga.ca



**I'm not
a racist
but...**

**Enough
said.**

Embrace and celebrate our diversity.

OneMississauga.ca



**Speak
Canadian,
I don't
get you.**

**Sorry, English is my
fourth language.**

Embrace and celebrate our diversity.

OneMississauga.ca



**Go back
to where
you came
from!**

**You mean
Port Credit?**

Embrace and celebrate our diversity.

OneMississauga.ca



**You
don't
sound
Chinese.**

**Sorry, I don't
speak stereotype.**

Embrace and celebrate our diversity.

OneMississauga.ca



**You
people
are taking
our jobs!**

**Who? Qualified
candidates?**

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OneMississauga.ca





Recreation
Community Centre
screens

Outdoor - Allvision
highway billboards

Outdoor - Allvision
overpass billboards

Outdoor - Gateway
billboard

Outdoor - Reader
boards

Mississauga
Celebration Square
stage screens

Library screens and
screen savers

Transit Ads (56 bus
shelters)

Social media

Digital display
advertising
(Google/Pemorex)

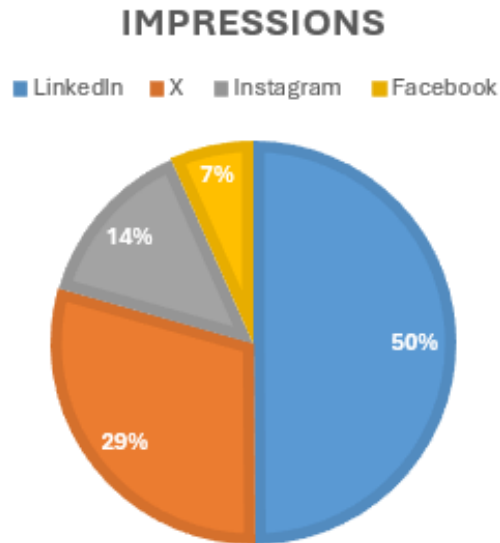
Inside Mississauga

Print - Diverse
Communities
Promotions
(Multicultural paid
ads)



10,978 unique website
visits

Social Media Metrics



- **83,872K** total impressions
- Used all City channels for the launch, with the most positive sentiment received on LinkedIn.
- Highest engagement was received on Facebook, followed by LinkedIn.

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- Digital ads drove traffic to the [Mississauga.ca/OneMississauga](https://www.mississauga.ca/OneMississauga) website
- May 6 – Sept 8:**
- On average, each ad (6 total) played for **20 hours** at each Community Centre.
 - 12 Community Centres x 20 hours = **240 hours per ad**
 - 240 hours x 6 ads = **1,440 total hours**
 - Each ad ran for **10 seconds** or **518,400 total plays**

News release

Mississauga takes bold action to combat racism, discrimination and hate with the “One Mississauga Campaign”

Share



Public education and awareness initiative aims to raise awareness of racism, discrimination, hatred and engage communities to take action.

Business and innovation | April 15, 2025

In a bold step toward building a more inclusive and unified city, the City of Mississauga is proud to launch the [One Mississauga](#) campaign.

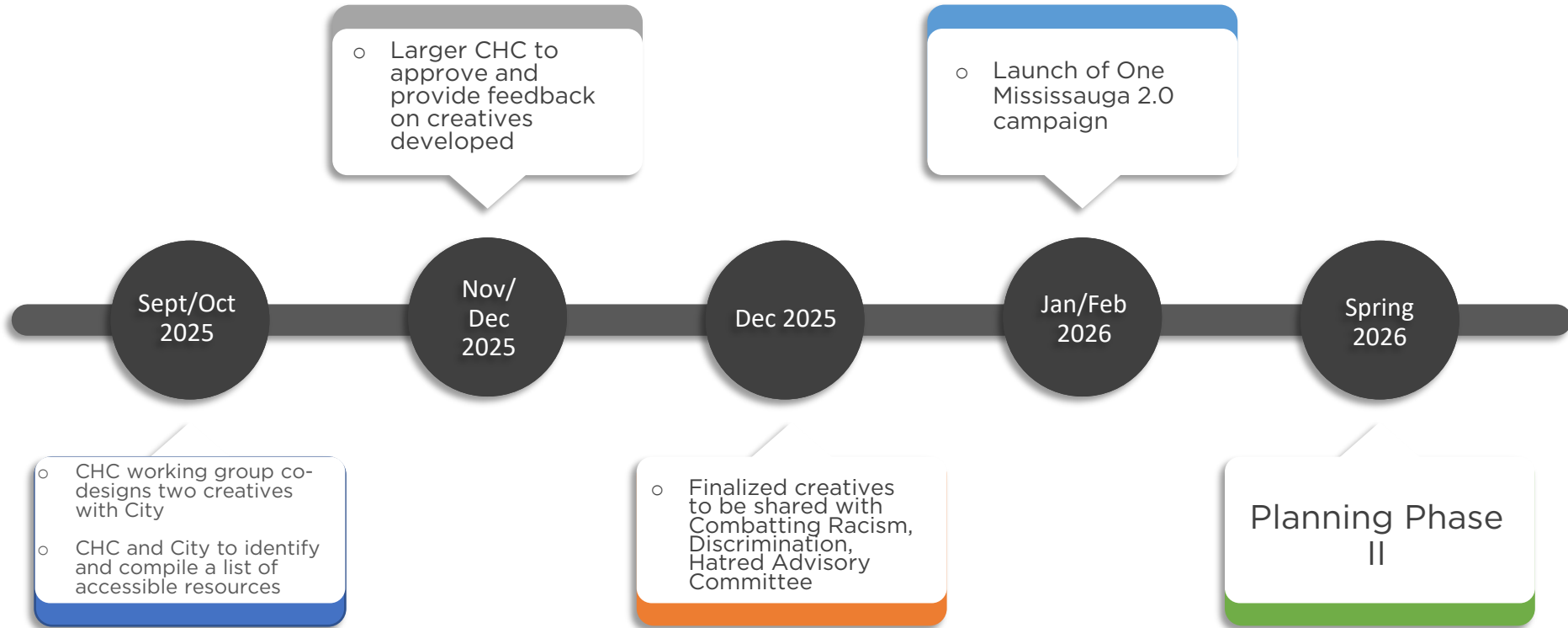
This public education initiative challenges residents to stop, look and think about

2,538 views from
April 14 – Sept 7.

One Mississauga 2.0

- Reporting (police/community)
- Resources (trauma support; education; prevention)

One Mississauga 2.0 Timeline



Phase II

- Identifies emerging communities (racism, discrimination, hate)
- Outlines logistics regarding City-community partnerships
- Timelines for implementation

Thank You