



YES TO PHYSICAL DISTANCING
AND SOCIAL SOLIDARITY

TO SOCIAL DISTANCING
AND SOCIAL ISOLATION **NO**

At the very heart of who we are as human beings is the notion of community. The greatest expression of that community is when we gather together, be it at a mall or a social event or even with family. We gather to unite for a cause, we gather in order to support each other by our words, our prayers and our presence. The psychological effects of social distancing way in on us differently, those who are much more vulnerable feel the effects much more.

As a proud supporter of the Mind the Gap campaign, which seeks to encourage physical distancing rather than social distancing, my plea is that we remember those more susceptible, those who face a greater challenge during this time – the aged, those with disabilities and those who spend this time in isolation alone. Remember your friends and families during this time, remember your neighbour, remember the poor, remember those with underlying conditions and even those who may be spending this time alone.

While we can't physically be present and we are called to be apart, let's rather stand united in the things closest to our hearts. Let's express our community by standing in solidarity, let's strive for each one to reach one.

While we will remember this to be a time when we stayed home to develop a new skill, to finish a book, to plant a tree, to nurture our children, to form a new habit, to heal the earth, let the spirit of solidarity extend the same learnings to those who are not afforded the same opportunities. Let this be a time to reflect, repurpose and truly make creating experiential spaces to benefit generations a reality far beyond only our future, but rather extend this notion to our current circumstances while serving humanity right now, taking into account our new found normal.

Staying home does not mean staying silent. Let's stand in solidarity to give back, to do things differently, to forge new experiences and to forge a new economy as called for by our President. Our shared task, as we stand in solidarity is to be responsible corporate citizens for the good of our nation. And in that quest and for this little while, let's keep a physical distance and not a social distance. We are stronger together. [#flattenthecurve](#) [#socialsolidarity](#) [#stayhome](#)

A proud supporter of the Mind the Gap campaign

Amelia Beattie Chief Executive