




## INCLUSION PLAYBOOK

March 2026  
through  
August  
2026

A vibrant, stylized illustration of a globe. The globe is dark blue with light blue landmasses. It is surrounded by a large, diverse group of people of various ages, ethnicities, and abilities. Some people are standing on the globe's surface, while others are floating or jumping around it. The background is a deep teal with small white stars and clouds. The overall theme is global unity and diversity.

# Advancing Inclusion Through Community Days of Significance

Next



# Table of Contents

- [3](#) Intro page
- [4](#) Ramadan – February 17 - March 19
- [6](#) International Women's Day – March 8
- [8](#) International Francophonie Day – March 20
- [9](#) World Autism Awareness and Acceptance Month – (April); Day - April 2
- [10](#) Vaisakhi – April 14
- [11](#) Cinco de Mayo – May 5
- [12](#) National Accessibility Week – May 25 - June 1
- [13](#) National Indigenous History Month – June
- [14](#) Pride Season – June - September
- [16](#) Fête nationale du Quebec – June 24
- [17](#) Canadian Multiculturalism Day – June 27
- [18](#) Emancipation Day – August 1
- [19](#) Make your own day!
- [20](#) Calendar of Additional Dates



Belmont Sobeys #9529 in Edmonton, AB attends the Okimaw Awards to honour Indigenous Leaders in the community.







This document is interactive too!

Click the months listed above to jump to a desired page. Use the home button to return to the previous page. Click the shapes under the image on the left if you want to jump to another event in the same month.



Have questions or feedback to share?

Email [DEI@sobeys.com](mailto:DEI@sobeys.com)



Reminder

Lunar New Year and Black History Month are just around the corner! Watch the [Lunar New Year video](#) and put up [posters](#) and a [virtual background](#) to commemorate the season. Check the [previous playbook](#) for ways to honour both celebrations.

## How do we choose which days of significance are included in the playbook?

The days included in the Inclusion Playbook are selected to support awareness, learning, and inclusion across the organization. Each chosen day highlights an important cultural, historical, or community observance that helps us better understand and appreciate the diversity within our teams.

Not every holiday or event will have a dedicated page or poster. Some days, such as Thanksgiving, are recognized through broader company activities, seasonal communications, and statutory holidays. The Playbook focuses on days where added visibility can encourage learning, spark conversation, and strengthen connection.

The list of days is reviewed regularly to ensure it remains current, meaningful, and reflective of the communities we serve. This approach helps the Playbook stay clear, intentional, and supportive of our inclusion goals.



Edmonton Teammates having fun at  
Edmonton Pride 2025.

## New Icon! Multicultural Strategy Logo for Quebec.



## What's NEW in the playbook – new days added:

- Eid Al-Fitr
- World Autism Awareness and Acceptance Day (Month)
- Cinco de Mayo
- Speaking Notes for Team Meetings, Team Huddles

**Stay tuned for Black History Month and International Women's Day event details to be shared soon!**

## What we mean when we say DE&I and Reconciliation?

Diversity is a **FACT**/Diversity is You and Me

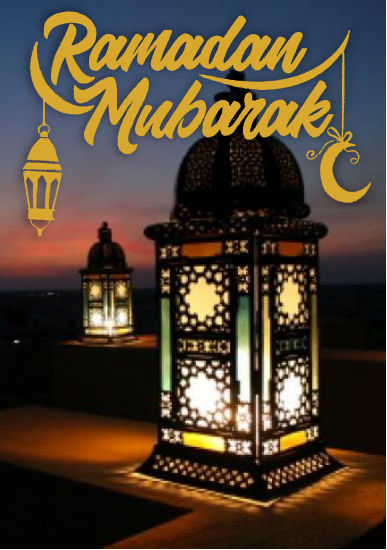
Equity is **FAIR** Treatment

Inclusion is **ACTION**

Reconciliation is willing responsibility



[Complete the Inclusion Playbook Survey!](#)

[Intro](#)[March](#)[April](#)[May](#)[June](#)[July](#)[August](#)[Calendars](#)

4

[Ramadan](#)[Eid al-Fitr](#)[International Women's Day](#)

## Ramadan February 17 – March 19, 2026

Ramadan, the holiest month in the Islamic calendar, begins this year on the evening of February 17, 2026, with the sighting of the crescent moon. This sacred month is a time for **self-reflection, discipline, and acts of charity**. Muslims observing Ramadan fast daily from sunrise to sunset, dedicating their days to spiritual growth and community.

The most important Islamic practices are the Five Pillars of Islam.

The five pillars of Islam are:

1. Shahada: The profession of faith
2. Salah: Prayer
3. Zakat: Alms giving
4. Sawm: Fasting
5. Hajj: Pilgrimage



Whitby RSC celebrates Eid al-Fitr, the celebration after Ramadan.



### Better Workplaces

- Show your support of teammates during this holy month by respecting their need for flexible schedules to engage in fasting and prayer. Eating and drinking (including water) is prohibited from dawn to sunset.
- Refer to this video: [“Employer's Guide to Ramadan”](#) by Dr. Safiyyah Ally.
- Print and display the [Ramadan Fact Sheet](#) and [Poster](#).
- Download a [virtual background](#) to show support during virtual meetings.
- Remind all teammates about the multifaith room for prayer. Hold a team huddle to discuss the significance of the month and support teammates who will be fasting and engaging in prayer during the month.
- ***Avoid conducting food shares and meetings over lunch during this time.***

### Better Customer Experiences

#### Appropriate Greetings

- To all those who observe Ramadan, we say **Ramadan Mubarak** (“Blessed Ramadan”) or **Ramadan Kareem** (“Generous Ramadan”).
- Decorate your store with the Global Market décor.





## Eid al-Fitr

### March 19 – March 20, 2026

The holy month of Ramadan concludes with the sighting of the crescent moon on March 19, 2026, marking the arrival of Eid al-Fitr, the "Festival of Breaking the Fast." This joyous celebration is filled with traditions: Muslims dress in their finest, often new clothing, decorate their homes, and spend the day visiting family and friends. Each gathering is a chance to share delicious food and spread happiness. **Eid al-Fitr is a beautiful time of togetherness and gratitude, embodying the spirit of Ramadan.**

### Eid al-Fitr

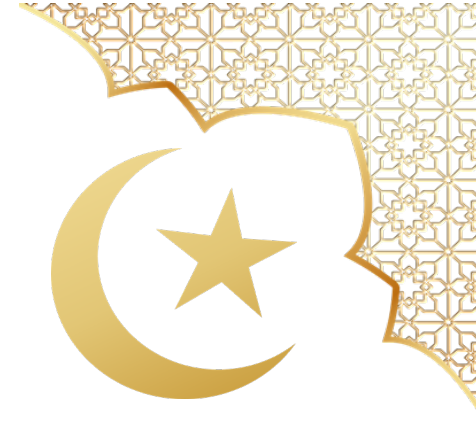
International  
Women's Day

International  
Francophonie Day

## Foods enjoyed from around the world for Eid-Al Fitr

### Organize a food share to celebrate Eid al Fitr

1. [Maamoul](#) (Syria and Lebanon)
2. [Sheer Khurma](#) (Pakistan)
3. [Kahk Cookies](#) (Egypt)
4. [Tajine](#) (Morocco and Algeria)
5. [Lokum](#) (Turkey)



© thedeliciouscrescent

## Better Workplaces

### Eid al-Fitr is a celebration

- Host a celebration with traditional sweets, decorations, and an educational component about the holiday.
- *To ensure everyone can participate, you may want to plan the celebrations for after the 20<sup>th</sup> of March, giving teammates time to celebrate with their families.*

## Better Customer Experience

### Appropriate Greetings

- To all those who observe Ramadan, we say Eid Mubarak ("Blessed Eid").
- For a list of diverse suppliers to support during this time, please reach out to your Local Development Specialist.



[Intro](#)[March](#)[April](#)[May](#)[June](#)[July](#)[August](#)[Calendars](#)

6

## International Women's Day (IWD) – March 8

International Women's Day, celebrated every year on March 8 and throughout March, is a time to reflect and take action. This year's theme, **Invest in Others, Grow Together**, highlights how supporting one another through mentorship, sponsorship, sharing opportunities, and creating inclusive spaces leads to shared growth and collective success.

Although barriers to gender equality still exist, intentional actions and strong support can lead to real change for women worldwide. By investing in each other, we can build a stronger community and a future where every woman can thrive.



Sobeys #580 Bedford, NS celebrated IWD with treats bags and motivational quotes for all the female teammates.



Sobeys #0652 in New Glasgow, NS has a lovely display for IWD.

[Ramadan](#)[International Women's Day](#)[International Francophonie Day](#)

Foord St. Teammates held a wonderful celebration for IWD.



Sobeys #846 Woodstock, NB Teammates celebrate IWD with flowers.



Sobeys #4050 in South Brooks, AB commemorates IWD.



Sobeys #321 in Halifax, NS gathers for IWD.

**RETAIL TEAMS:** We kindly ask that you refrain from offering or creating products for sale in the Bakery Dept. or other departments during days of significance.

Share your stories and photos on Viva Engage and send to [DEI@sobeys.com](mailto:DEI@sobeys.com)!







Sobeys #340 in St. John's, NL honours for IWD.

Ramadan

International Women's Day

International Francophonie Day

#### RETAIL TEAMS:

We kindly ask that you refrain from offering or creating products for sale in the Bakery Dept. or other departments during days of significance.



**NEW survey available**



Intro

**March**

April

May

June

July

August

Calendars

7

### Better Workplaces

- Watch FreshCo Franchisee Miranda Evans talk about the benefits of the Women's Inclusion Network in the video for [better workplace](#).
- **Put up a poster for International Women's Day.**



**WOMEN'S  
INCLUSION  
NETWORK**

- **Be Part of the Movement!** Attend the International Women's Day event hosted by the Women's Inclusion Network (WIN). Learn more about your regional WIN chapter by emailing [win@sobeys.com](mailto:win@sobeys.com).
- Download a [virtual background](#) from the DE&I website to show support during virtual meetings.
- Celebrate your female colleagues with a food share of everyone's favourite dish.

### Better Customer Experiences

- Wear purple and create displays and decorations featuring purple and white to show support for IWD.
- For a list of woman-owned businesses to support during this time, please contact your Local Development Specialist.

### Better Communities

- Donate to a local nonprofit organization focused on women's safety and well-being.



Sobeys #3012 in Edmonton, AB honours IWD with a beautiful gathering.



Sobeys #5074 in Calgary, AB holds a wonderful celebration with teammates.



Sobeys #5493 in Slave Lake, AB holds a wonderful celebration.



Ramadan

International  
Women's Day

International  
Francophonie Day

**RETAIL TEAMS:**  
We kindly ask that you refrain from offering or creating products for sale in the Bakery Dept. or other departments during days of significance.

 **NEW survey available**



Intro

**March**

April

May

June

July

August

Calendars

8

## International Francophonie Day – March 20

March 20 marks **International Francophonie Day**, an annual celebration observed by member states of the Organisation internationale de la Francophonie (OIF) to honour the French language and Francophone culture. Canada was one of the **21 founding members** of the organization and has remained an active member of the OIF since its creation. Canada continues to play a leading role in promoting La Francophonie and supporting its institutions.

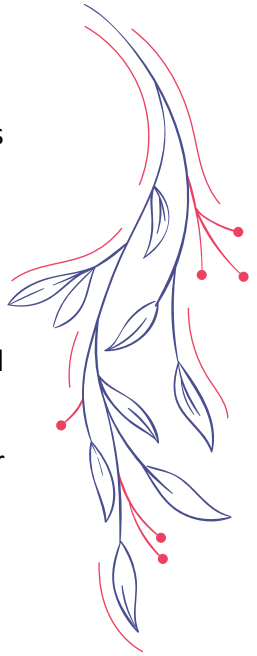
### Office teammates:

Connect with your team(s) regularly during and after International Francophonie Day to discuss ways to support Francophone teammates through inclusive communications and processes, and tools available in MS365.



### Better Workplaces

- Did you know that all of the DE&I strategy videos feature French translation? **Check the French videos on the DE&I website.**
- Celebrate the diversity of the French speaking countries. Identify on a world map all the **countries** that are a member of the International Organization de la Francophonie.
- Enhance your communication by translating your **email signature** to French and use it when corresponding with your French colleagues.



### Better Customer Experiences

- Utilize **Mauril**, a learning platform of CBC Radio-Canada, where you can improve your listening and comprehension skills in French.

### Better Communities

- Learn more about **the vibrant Francophone communities and organizations representing Francophones** across Canada.







## World Autism Awareness Month

Vaisakhi

Share your stories and photos on  
Viva Engage and send to  
[DEI@sobeys.com](mailto:DEI@sobeys.com)!



Sobeys #552 in Clarendville, NL  
Supporting Autism Awareness day.

## World Autism Awareness Month April 2026

World Autism Awareness Month, also referred to as World Autism Acceptance Month, kicks off each year in April with World Autism Awareness Day on April 2<sup>nd</sup>.

### Why does autism *acceptance* matter?

Autism Acceptance represents a shift in perspective from focusing on "awareness" to embracing and understanding the diversity of individuals on the autism spectrum. Acceptance challenges stereotypes, reduces stigma, and empowers individuals to express themselves confidently.

On April 2<sup>nd</sup>, let's celebrate neurodiversity and work towards a society that appreciates everyone's uniqueness!



Vaughan Voilà in Ontario celebrates World Autism Awareness Day.

## Better Workplaces

- Share a few facts with teammates about autism – a neurodiverse condition – and Autism Awareness Day/Month, by referring to the **Teammate Speaking Notes**.
- Did you know that Autism is also referred to as Autism Spectrum Disorder or ASD? The word "spectrum" conveys that autism is experienced differently for each individual.
- Reflect on what assumptions you may be making about someone in the workplace and remember, our differences are our strength!
- Learn about autism and neurodiversity by registering for, ***Understanding Valuing and Supporting Neurodiversity in the Workplace***, an interactive workshop that helps leaders understand neurodiversity and how to support teammates in your workplace. Contact [DE&I@sobeys.com](mailto:DE&I@sobeys.com) to register.
- Ask a teammate what support they may need to bring their best to the workplace. These can include quiet spaces, noise-canceling headphones, meeting recordings for greater time to process information, simple communications, and checklists.

## Better Customer Experiences

- Support customers through **Sensory Friendly Shopping** hours.

## Better Communities

- Connect with a local autism organization or employment partner for in-store opportunities for learning. Reach out to [DEI@sobeys.com](mailto:DEI@sobeys.com) for support!



Safeway Display for Vaisakhi

Vaisakhi

Cinco de Mayo



Share your stories and photos on Viva Engage and send to [DEI@sobeys.com](mailto:DEI@sobeys.com)!



Intro

March

April

May

June

July

August

Calendars

## Vaisakhi or Baisakhi – April 14

Vaisakhi, also known as Baisakhi, is traditionally celebrated annually in April. Seen as a spring harvest celebration for all Indians in Northern India, it's a day of special significance to Punjabi Sikhs as they celebrate the official founding of the Sikh community called the **Khalsa Panth** in 1699.

Today, Vaisakhi is a day of significance that is observed around the world in countries including Canada.

On Vaisakhi, Sikh families around the world begin the day with a visit to the temple also known as **Gurdwara** where religious services are held. After prayer, celebrants take part in parades called **Nagar Kirtan** while adorned in colourful traditional Indian clothes. There is singing, dancing, and chanting of hymns.

### Food Share Ideas

Families and friends gather for communal meals called **Langar** where they learn, connect, and celebrate. Traditional Vaisakhi foods, including **Sarson Ka Saag**, **Makke Ki Roti**, **Dal Makhni**, and **Chanai Bhature** embody not only nourishment but also the essence of togetherness. Likewise, desserts like **Kheer** (rice pudding), **Jalebi**, **Mithai Chawal**, and **Lassi**, reflect the joy of sharing and indulgence.



Vaisakhi Celebration at Chalo FreshCo in Brampton, ON.

### Better Workplaces

- Organize a food share with the dishes commonly eaten to celebrate Vaisakhi.
- Use the **speaker notes** to discuss Vaisakhi and its importance.
- Display a **poster or virtual background** to celebrate the day.

### Better Customer Experiences

- Decorate your store with the Global Market décor.
- Watch **Sobeys' Vaisakhi video** and discuss it with your teams with the following questions:
  - What did you learn about Vaisakhi?
  - Have you tried some of the foods mentioned in the video?
- You can also view **FreshCo's Vaisakhi video**.
- For a list of diverse suppliers to support during this time, please reach out to your Local Development Specialist.

### Better Communities

- Did you know there are approximately 770,000 Sikhs in Canada? **Learn more about the Sikh community in Canada.**





Cinco de Mayo

National Accessibility  
Awareness Week



Intro

March

April

May

June

July

August

Calendars

11

## Cinco De Mayo – May 5, 2026

Cinco de Mayo means "the fifth of May" in Spanish. It is a holiday that celebrates a special event in Mexico's history. On May 5, 1862, Mexican soldiers fought very hard and won a battle against much bigger French forces in the city of Puebla. Even though the French army had about 1,500 more soldiers, the Mexicans surprised them and made them retreat. This victory is a significant point of pride for Mexico. It is important to note that Cinco De Mayo and Mexican Independence Day (September 16) are two separate holidays.

People celebrate Cinco de Mayo in Mexico, Canada, and the United States. It is often a celebration of Mexican culture, featuring parades, music (such as mariachi), dancing, and traditional dishes like Molé Poblano, Guacamole, Tacos, and Tamales. It is a day to enjoy Mexican traditions and remember an important moment in history.



### Better Workplaces

- Organize a potluck where employees can share their favourite Mexican recipes.
- Discuss the importance of Cinco de Mayo using these speaking notes.
- Display a Cinco de Mayo poster.

### Better Customer Experiences

- Decorate your space: Use vibrant colors, papel picado (cut paper banners), and flowers to brighten your store, RSC or office.
- Display Mexican food in stores.

### Better Communities

- Invite local mariachi performers or stream a live performance.





Cinco de Mayo

National Accessibility  
Awareness Week**RETAIL TEAMS:**

We kindly ask that you refrain from offering or creating products for sale in the Bakery Dept. or other departments during days of significance.

Share your stories and photos on Viva Engage and send to [DEI@sobeys.com](mailto:DEI@sobeys.com)!

## National AccessAbility Week – May 24 to May 30

National AccessAbility Week (NAAW) recognizes the remarkable achievements and innovative contributions of Canadians with disabilities. It is a time to celebrate progress and to honor the allies and organizations that champion accessibility by breaking down barriers and fostering inclusion in workplaces and communities. Together, consulting the lived experiences and perspectives of people with disabilities advances a future where accessibility and equity are not aspirations—they are realities for all.

Did you know that the phrase, “Nothing About us Without Us” is widely associated with disability inclusion advocacy?

This phrase has its roots in Medieval times and in the 1990s, was adopted by disability rights activists. Use of this slogan spread quickly with a powerful message: **people with disabilities know what’s best for themselves and should have a say in decisions that affect their lives.**

Since then, the slogan has driven efforts for full inclusion—ensuring people with disabilities have a voice in care, work, education, public life, and policymaking.

In short, “Nothing About Us Without Us” means people with disabilities must be included in decisions that impact them, not excluded or spoken for.

### Using the **NAAW Teammate Speaking notes**:

1. What are some disabilities that are invisible, visible, permanent or temporary?
2. What gaps in knowledge does our team have to better support people with disabilities in our Store? Office? RSC? What resources do we need?
3. What assumptions do we make about people with disabilities and why?

Remind customers about Sensory Friendly Shopping Hours in your store. If you haven’t activated this program yet, learn more about it [here](#).

### Better Workplaces

- Boost your knowledge with the **Disability Inclusion** e-learning course (Course ID: 2118) available on the People Portal.
- Before virtual meetings, highlight Microsoft 365 accessibility features like captions, chat, translation, and recording. These tools help everyone—not just people with disabilities!

### Better Customer Experiences

- Start a team conversation about barriers in the workplace and identify some adjustments to support inclusion!
- Check out page 10 of **Beyond Barriers: A guide to disability inclusion** for tips to be more inclusive of people with disabilities.

### Better Communities

- This month, invite a local disability inclusion employment partner organization to share a learning opportunity with teammates and customers. **Read how Store Manager, Jeff Hanevich is hiring inclusively with the support of Inclusion Alberta.**





**National Indigenous  
History Month**

Pride Season

Fête Nationale du  
Québec

Canadian  
Multiculturalism Day



Share your stories and photos  
on Viva Engage and send to  
[DEI@sobeys.com](mailto:DEI@sobeys.com)!

## National Indigenous History Month and National Indigenous Peoples Day

June is a time of celebration, connection, and learning through shared stories, **food**, and dance. National Indigenous History Month invites everyone to honour Indigenous cultures and traditions. For Indigenous communities, it marks the start of the Pow Wow season—vibrant, multicultural gatherings of dance, music, food, and markets. June 21st is both the **Summer Solstice** and National Indigenous Peoples Day. Throughout June, the focus is on reconciliation through celebration and community, which differs from Orange Shirt Day in September. While Orange Shirt Day centres on truth and remembering the past to prevent repeating mistakes, June emphasizes building relationships and understanding through joy and connection.

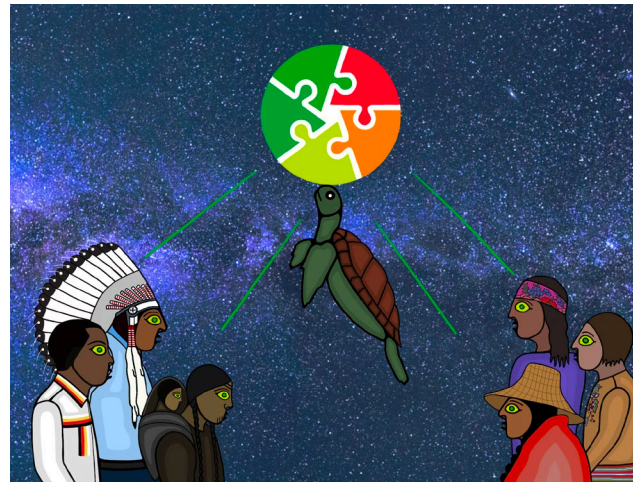
Hold a team huddle to discuss the significance of the summer solstice and the month – **use these notes!**

### Cultural & Community Connections:

Multiculturalism Day: Many cultures celebrate Solstice. Consider a solstice celebration to share practices.

### Pride:

**Two-Spirit** is a term for Indigenous folks who understand gender and relationships in a way that pre-dates colonization.



Artist: Autumn Whiteway is a Saulteaux/Métis visual artist, traditional craftworker, curator and archaeologist living in Calgary.

### Better Workplace

- Organize a food share with Indigenous dishes such as **Three Sisters Soup**, **Wild Rice, Kale, and Apple Salad**, and **Strawberry Drink**.
- Enroll in the **Indigenous Awareness** and the Progressive Aboriginal Relations (PAR) Training eLearnings available on People Portal.

### Better Customer Experience

- Share and feature Indigenous made food products. Connect with your Local Development Specialist to learn more.

### Better Communities

- Watch the **Better Communities** video which features Corporate Store Manager, Ashish Errappa's success building relationships with Manitoba Keewatinowi Okimakanak.
- Add Indigenous music to your playlists! **CBC Listen ReClaim**.
- Find events near you – look up Friendship Centers, local Nations, and other events. If you're unsure of the traditional Indigenous territory you're on, visit **Native Land Digital** to learn more.
- Go to a **Pow-wow near you!**



Needs Convenience at  
Halifax Pride 2025

National Indigenous  
History Month

Pride Season

Fête Nationale du  
Québec

Canadian  
Multiculturalism Day

#### RETAIL TEAMS:

We kindly ask that you refrain from offering or creating products for sale in the Bakery Dept. or other departments during days of significance.

Share your stories and photos on  
Viva Engage and send to  
[DEI@sobeys.com](mailto:DEI@sobeys.com)!



Intro

March

April

May

June

July

August

Calendars

14

## Pride Season

Pride Season is a term that refers to the wide range of Pride events that take place from June to September. Pride brings together 2SLGBTQIA+ communities and allies to spotlight the resilience, celebrate the talent, and recognize the contributions of 2SLGBTQIA+ communities.

Historically, Pride gatherings emerged from the first large-scale protests for 2SLGBTQIA+ rights. In Canada, the first demonstrations took place in Ottawa and Vancouver in 1971. By 1973, Pride events were held in several Canadian cities, including Montréal, Ottawa, Saskatoon, Toronto, Vancouver and Winnipeg.

Last year, over 500 teammates, along with friends and family, participated with Sobeys in Pride parades across Canada!

### Interested in participating in your local Pride parade?

Contact your local District Operator, HRBP or Business Coordinator to march with Pride!



Montreal Pride 2025



Victoria Pride 2025



Calgary Pride 2025





National Indigenous  
History Month

**Pride Season**

Fête Nationale du  
Québec

Canadian  
Multiculturalism Day



▲ Toronto Pride 2025

Halifax Pride 2025 ▼



Vancouver Pride 2025



Voilà truck at Edmonton Pride 2025

## Better Workplaces

- Use these [teammate speaking notes](#) to talk to your team about Pride Season.
- Reach out to [DEI@sobeys.com](mailto:DEI@sobeys.com) for pronoun stickers to add to your nametag or key card.
- Add your pronouns to your email signature and use a [virtual background](#) to show support during virtual meetings.
- Print and display a [poster for Pride](#); consider decorating your lunchroom with Pride colours.
- Watch and reflect on this [two-minute video](#) about supporting 2SLGBTQIA+ coworkers. Here's a reflection question:
  - What can you do to be an ally to 2SLGBTQIA+ coworkers?

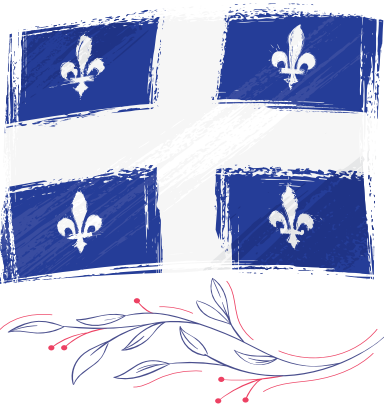
## Better Customer Experiences

- Don't assume a customer's gender by calling them Ma'am or Sir. You can practice using inclusive language by dropping the gender-specific terms and say "How may I help you?"

## Better Communities

- Join your teammates and walk, dance, or twirl in your local pride parade! Reach out to your local District Operator, HRBP, or Business Coordinator for more information.
- Check out these tips on [how to practice 2SLGBTQIA+ allyship](#).





## Fête nationale du Québec (Saint-Jean Baptiste Day)

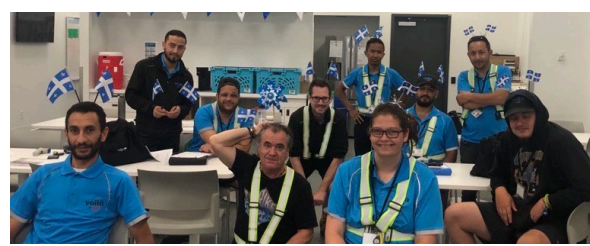
### June 24

La Fête nationale du Québec also referred to as Saint-Jean Baptiste originates from Saint John the Baptist who was a Christian saint and prophet. He was referred to as the patron saint of French-speaking Canadians in 1908. Feasts would take place on June 24<sup>th</sup> in his honor. As time went by, Saint-Jean Baptiste day retreated from its religious beginnings and became a statutory holiday in 1977.

Today, Francophones across Canada celebrate it to show their pride for the French language and traditions.



Voilà teammates in Calgary, Alberta celebrated Saint-Jean Baptiste.



The spoke in Quebec city was decorated to commemorate this special day.



### Better Workplaces

- Add a touch of Quebec's heritage to your workplace by displaying a flag or crest. Get creative and **draw your own!**
- Host a food share in celebration of Saint-Jean Baptiste sharing some beloved Quebecois dishes including **Poutine**, **Tourtière**, **Fèves au lard**, **Pouding chômeur à l'érable**.
- Download a **virtual background and poster** to show support during virtual meetings.

### Better Customer Experiences

- Decorate your store with blue and white and the fleur-de-lis.
- In Stores, **print colouring pages**.



### Better Communities

- In the lead-up to la Fête nationale du Québec, support Quebecois businesses! **June 12 is Buy Local Day**, a great opportunity to purchase Quebec-made products and celebrate Quebecois entrepreneurs.
- Support local events for la Fête nationale du Québec near you: **List of events — Celebrate Canada - Canada.ca**.

National Indigenous  
History Month

Pride Season

Fête nationale du  
Québec

Canadian  
Multiculturalism Day



**RETAIL TEAMS:**  
We kindly ask that you refrain from offering or creating products for sale in the Bakery Dept. or other departments during days of significance.

Share your stories and photos on Viva Engage and send to [DEI@sobeys.com](mailto:DEI@sobeys.com)!



[Intro](#)[March](#)[April](#)[May](#)[June](#)[July](#)[August](#)[Calendars](#)

17

## Canadian Multiculturalism Day – June 27

June 27 is Canadian Multiculturalism Day. This date was designated in 2002 by the Government of Canada as the annual opportunity for all Canadians to celebrate the diversity within Canada, its society and communities, affirm a commitment to democracy, equality and mutual respect; and appreciate the contributions made by the ethnocultural groups that make up Canadian society.

Connect with your team(s) during and after Canadian Multiculturalism Day to discuss how to provide support to newcomer teammates and customers in our local communities.

National Indigenous  
History Month

Pride Season

Fête Nationale du  
Québec

Canadian  
Multiculturalism Day



Customer Fulfillment Centre 3 (CFC), Voilà by Sobeys in Rockyview, AB holds a multicultural potluck to celebrate their diverse cultural backgrounds.



### RETAIL TEAMS:

We kindly ask that you refrain from offering or creating products for sale in the Bakery Dept. or other departments during days of significance.

Share your stories and photos on Viva Engage and send to [DEI@sobeys.com](mailto:DEI@sobeys.com)!



Voilà Pointe Claire, QC celebrates the cultural diversity amongst their teammates.

### Better Workplaces

- **Print and display a poster or use a virtual background** to show your support.
- Put up a world map and encourage teammates to share their countries of origin.
- Use these **teammate speaking notes** to talk to your team about Canadian Multiculturalism Day.

### Better Customer Experiences

- Watch the video for **building better customer experiences**.
- Print this **colouring sheet** for customers.

### Better Communities

- Learn more about the ways in which the **government celebrates multiculturalism** all year round.
- Enjoy the inspiring **Kitchen Conversations** video and bring it all to life by trying out the **recipe cards** to create something truly delicious!



## Emancipation Day – August 1

Emancipation Day marks the end of slavery in the British Colonies, including Canada, on August 1, 1834. Canada's history of slavery often focuses on the underground railroad which is an important part of our history. However, for nearly 200 years, thousands of Indigenous and Black people in early Canada were treated as property, they were bought, sold, traded, and inherited. Indigenous and Black people were seen as less than human. **Slavery was legal and a common practice in early Canada.**

When the British took control of New France, Canada's first European settlement, in 1758–1760, records showed 3,600 enslaved people, mostly Indigenous, had lived there since the colony's founding. By the 1790s, approximately 1,200 to 2,000 Black enslaved people lived in the Maritimes (New Brunswick, Nova Scotia, and Prince Edward Island), and another 1,000 people were enslaved in Québec and Ontario.

Watch this 1-minute video **Chloe Cooley's story** in the Niagara region and her contributions to ending Canadian slavery.

### RETAIL TEAMS:

We kindly ask that you refrain from offering or creating products for sale in the Bakery Dept. or other departments during days of significance.

Share your stories and photos on Viva Engage and send to [DEI@sobeys.com](mailto:DEI@sobeys.com)!



**Marie-Josèphe Angélique**, an enslaved woman, in Montréal (1705-1734) depicted by artist Marilyn Carr-Harris.



## Better Workplaces

- Learn more about **the legacy of Canadian slavery** and discuss the following questions:
  - How does the history of slavery in Canada challenge common perceptions of the country's role as a haven for freedom seekers through the Underground Railroad?
  - In what ways do the historical roots of slavery in Canada contribute to ongoing issues of racism in Canadian society today?
- Print a **poster** to show your support for Emancipation Day.

## Better Communities

- Attend an Emancipation Day celebration in your community. **Many organizations across Canada** organize annual celebrations on August 1<sup>st</sup>.
- Sign up for an inclusion course through **Udemy** (Office teammates only).





## Make your own Day of Significance

Steps to create your own day of significance

1. Take time to ask teammates if they are acknowledging days of significance that they would like to share with others, consulting with a person or group from the culture or community tied to the day of significance ensures authenticity and respectful representation
2. Create a **poster or an information sheet** about the day of significance
3. Is there a type of music, food or special decorations that would help to celebrate the day?
4. Find short videos or podcasts to educate teammates about the day of significance
5. Incorporate an interactive component such as a workshop or lunch and learn such as learning a traditional dance, craft, or recipe

**Here are some wonderful examples of how your teammates have celebrated their days of significance!**



Office Teammates in Stellarton, NS, wearing purple for Epilepsy Awareness Day 2025

### RETAIL TEAMS:

We kindly ask that you refrain from offering or creating products for sale in the Bakery Dept. or other departments during days of significance.

Share your stories and photos on Viva Engage and send to [DEI@sobeys.com](mailto:DEI@sobeys.com)!



World Trio Day recognized by Sobeys #681 teammates in St. John's, NL

## Better Workplaces

- In the spirit of inclusion, we encourage people to connect with each other and learn more about these and other dates of significance.
- Demonstrate curiosity and openness if someone celebrates the holidays or days of significance differently than you. Consider asking someone if they would be comfortable sharing more about their traditions and memories.
- Learn more on your own time, research videos, podcasts, and books to gain insights about the cultures and lived experiences of your colleagues.
- Suggested sources:  
**Government of Canada website**, **Canadian Encyclopedia**, **Historica Canada Heritage Minutes** and nonprofit organizations associated with the day.

Use this list of dates for additional opportunities to connect with what matters most to your communities!



Voilà Pointe-Claire highlights their Diversity, Equity and Inclusion activities year-round.

**MARCH**

Women's History Month (International)

Irish Heritage Month (Canada)

Bangladeshi Heritage Month (Ontario)

Multiculturalism Month (NL)

Epilepsy Awareness Month (Canada)

Feb 17- Mar 19    Ramadan (begins at sundown)

16-22    Neurodiversity Celebration Week

Feb 23 - Apr 3    Great Lent, or the Great Fast  
(Orthodox/Eastern)

2-3    Purim

3-4    Holi

4-6    Hola Mohalla

1    Zero Discrimination Day

1    Self-harm Awareness Day

4    Employee Appreciation Day

8    International Women's Day

15    International Day to Combat Islamophobia

16-17    Laylat al- Qadr(Shi 'ah) (begins at sundown)

17    Saint Patrick's Day

19-20    Nowruz/Norouz (Bahá'í/Zoroastrian/Iranian/ Persian  
New Year) (begins at sundown)**MARCH (Continued)**

19-20    Eid Al-Fitr (begins at sundown)

20    Spring Equinox/Ostara

20    International Francophonie Day

20    International Day of Happiness

20    Two-Spirit and Indigenous LGBTQQIA+ Awareness to  
Celebration Day21    International Day for the Elimination of Racial  
Discrimination

21    World Down Syndrome Day

22    World Water Day

24    International Day for the Right to the Truth Concerning  
Gross Human Rights Violations and for the Dignity of  
Victims25    International Day of Remembrance of the Victims of Slavery  
and the Transatlantic Slave Trade

25    Feast of the Annunciation

26    Khordad Sal

26    Purple Day – Support of Epilepsy

31    International Transgender Day of Visibility





APRIL		APRIL (Continued)		MAY		MAY (Continued)	
Arab Heritage Month (Canada)		7	World Health Day	Asian Heritage Month (Canada)		10	Mother's Day
Autism Acceptance Month (International)		7	International Day of Reflection on the 1994 Genocide against the Tutsi in Rwanda	Jewish Heritage Month (Canada)		12	Vesak (Buddha Day)
Genocide Remembrance, Condemnation and Prevention Month (Canada)		8	Birthday of Buddha	National Speech and Hearing Month (Canada)		15	Nakba Day
Limb Loss and Limb Difference Awareness Month (International)		8	International Day of Pink	Vision Health Month (Canada)		15	Moose Hide Campaign Day
Sikh Heritage Month (Canada)		9	Day of Valor/Araw ng Kagitingan	Sexual Assault Awareness Month (Canada)		15	International Day of Families
Parkinson Awareness Month (Canada)		9	Holy Thursday (Orthodox)	Dutch Heritage Month (Ontario)		16	International Day of Living Together in Peace
1-9	Passover/Pesach (begins at sundown)	12	Orthodox Easter	Polish Heritage Month		17	International Day Against Homophobia, Transphobia, and Biphobia
5-11	Great and Holy Week (Orthodox/Eastern)	13-14	Yom HaShoah (begins at sundown)	MS Awareness Month		18	Victoria Day
19-25	National Volunteer Week	14	Vaisakhi/Baisakhi	17-23	Québec Intergenerational Week	19	National Patriots' Day (QC)
21-May 2	Ridván (begins at sundown)	14	Vishu	25-31	Anti-Racism Awareness Week	21	Global Accessibility Awareness Day
Mar 29-April 5	Holy week (Western)	14	Sinhala and Tamil New Year	24-30	National AccessAbility Week	21	World Day for Cultural Diversity, for Dialogue and Development
2	Theravada New Year	22	Earth Day	25-30	Hajj (begins at sundown)	21-23	Shavu'ot (begins at sundown)
2	World Autism Awareness Day	23	St. George's Day	26-29	Eid al-Adha (begins at sundown)	24	Pansexual & Panromantic Visibility Day
2	Holy Thursday (Western)	24	Armenian Genocide Memorial Day	1	Beltane/May Eve/May Day	24	Pentecost
3	Easter - Good Friday	23	Girls in ICT (Information and Communication Technology) Day	3	World Press Freedom Day	25	Africa Day
5	Easter Sunday (Western)	28	Day of Mourning	4-5	Lag Ba'Omer (begins at sundown)	26	Declaration of the Báb (begins at sundown)
6	Easter Monday (Western)	28	World Day for Health & Safety at Work	5	Dutch Heritage Day	28	Red Shirt Day of Action for AccessAbility and Inclusion
6	International Asexuality Day	30	Journey to Freedom Day	5	South Asian Arrival Day	28-29	Ascension of Baha'u'llah (begins at sundown)
7	National Caregiver Day			5	Red Dress Day	29	Feast of the Ascension
						30	Provincial Francophonie Day

This list of dates can be used to source additional opportunities to connect with what matters most to your communities



## JUNE

Deafblind Awareness Month (Canada)	
Filipino Heritage Month (Canada)	
Indigenous History Month (Canada)	
Italian Heritage Month (Canada)	
Portuguese Heritage Month (Canada)	
Pride Month (International, varies from June to September)	
17-25	Muharram (begins/ends at sundown)
1	Global Day of Parents
1	Intergenerational Day
3	Clean Air Day
4	Treaty Day (New Brunswick)
4	Eid-e-Ghadir
10	Action Anxiety Day/World Anxiety Day
12	Independence Day, Philippines/ Araw ng Kasarinlán
13	Men's Mental Health Awareness Day

## JUNE (Continued)

13	International Albinism Awareness Day
16-17	Islamic New Year (begins at sundown)
18	International Day for Countering Hate Speech
18	Autistic Pride Day
19	Juneteenth
20	World Refugee Day
21	Summer Solstice
21	Father's Day
21	National Indigenous Peoples Day
23	International Widows' Day
24	June Day
24	St. Jean Baptiste Day
26	Ashura (begins at sundown)
27	Canadian Multiculturalism Day

## JULY

Tibetan Heritage Month (Ontario)	
1	Canada Day
9	Nunavut Day
10	Martyrdom of the Báb (begins at sundown)
11	World Population Day
14	International Non-Binary People's Day
15	World Youth Skills Day
18	Nelson Mandela Day
18	Chökhör Düchen
22-23	Tisha B'av (Begins at sundown)
24	International Self-Care Day
28	World Hepatitis Day
28	Day of Commemoration of the Great Upheaval
29	Asalha Puja (Dharma Day)
30	International Day of Friendship

## AUGUST

1 - 7	World Breastfeeding Week
13 - 15	Obon
17- 21	Public Service Pride Week
1	Emancipation Day
1	Lammas/Lughnasadh/Lughnasad
3	Civic Holiday
9	International Day of the World's Indigenous People
9	Raksha Bandhan
12	International Youth Day
15	The Assumption of Mary into Heaven
15	National Acadian Day
19	World Humanitarian Day
17	Discovery Day
23	Int. Day for the Remembrance of the Slave Trade and its Abolition
31	International Overdose Awareness Day