



TOWN OF VIEW ROYAL

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PROCLAMATION

Island Good Days

June 20-26, 2022

WHEREAS The Vancouver Island Economic Alliance (VIEA), a non-government, non-profit organization created and launched the Island Good product brand in 2018;

WHEREAS The Island Good brand makes it easy for shoppers to find and purchase local products to increase sales and thus improve the sustainability and resiliency of the Vancouver Island region economy;

WHEREAS The Island Good brand continues as a social enterprise of VIEA to benefit Island Good producers and manufacturers by helping increase sales and market share;

WHEREAS Island Good food and beverage products will be especially featured and celebrated in at least one major grocery store in View Royal during the week of June 20-26, 2022.

I, Mayor David Screech, and Council of the Town of View Royal of the Province of British Columbia, DO HEREBY PROCLAIM the week of June 20-26, 2022 as “**Island Good Days**”.

Mayor David Screech

