



For Immediate Release

## What HAT are you wearing?

**December 8, 2015** – We want to know what HAT you are wearing, literally.

Northern Policy Institute has launched its newest community initiative, #whatHATruwearing, a social media campaign designed to get people talking about Northern Ontario. Using the hashtag, #whatHATruwearing, people and organizations are encouraged to share photos of themselves wearing a hat or other swag that represents who they are, who they represent, or where they are from. Northern Policy Institute will repost these pictures on our social media and put them online [here](#).

The #whatHATruwearing campaign began with Northern Policy Institute staff travelling across Northern Ontario, taking photos at various landmarks and in various communities throughout the region wearing Northern Policy Institute hats. Other volunteers and staff members have snapped photos in places like Las Vegas, Paris and Iceland, showing that the people of Northern Ontario work and live in many different places.

“We hear a lot of comments that “you can’t get there from here” so we thought we would test the limits of that”, says Northern Policy President Charles Cirtwill. “Just how far can you get, literally or digitally, from Northern Ontario? What is our reach, organizationally and as a region?”

The goal is that the #whatHATruwearing campaign will increase awareness about Northern Ontario and focus some light on all of the groups working in or connected to the region or doing similar work elsewhere. Many people and organizations are involved in different aspects of growing their communities. Wearing various hats so to speak. So show us the HAT you are wearing and share it with the world!

“We want to reinforce just how connected the world is today”, says Cirtwill. “And of course get better connected ourselves. We are happy to “friend”, “like”, “follow”, or subscribe to news from policy and community organizations working on issues like the ones that affect us here in Northern Ontario. Provided they reciprocate of course! Dedicated people are everywhere; let’s make connections and then start sharing some ideas.”

To get involved in the #whatHATruwearing campaign, simply tweet a picture of yourself wearing your community, organization, or company hat or swag and tweet it to @Northernpolicy with hashtag #whatHatruwearing.

As an added bonus, every month we will send along Northern Policy swag to a few lucky winners from that month’s online submissions.

**Media Interviews:** Northern Policy Institute President and CEO, Charles Cirtwill, is available for comment. To arrange an interview, please contact:

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### **About Northern Policy Institute:**

*Northern Policy Institute is Northern Ontario’s independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern Communities. Our Operations are located in Thunder Bay and Sudbury. We seek to enhance Northern Ontario’s capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.*