



Be there for your planet.
Together we can demand legislative action to reverse climate change.
Sign the pledge at climateactionnetwork.ca





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INSIGHT:

Getting tagged in a photo is universally indicative of being present or involved in whatever that photo is of. It means *you were there*. We wanted to leverage that connection to paint a hopeful, positive picture of our future. One in which all Canadians share a unified goal when their planet needs them most: to be there.

CULTURAL/CONTEXT INFORMATION:

The icons used to represent the reformed ice shelf are the same that users see when tagged in an Instagram post.