



CARRIER SEKANI
FAMILY SERVICES

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'Hope & Strength' – New billboards along Hwy. 16 to honour missing and murdered Indigenous women and girls (MMIWG)

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For immediate release

Carrier Sekani Family Services (CSFS), in partnership with the Highway of Tears Governing Body, is excited to unveil the creation of four new billboards along Hwy. 16's notorious 'Highway of Tears'. This partnership aims to address Recommendation 9 of the 2006 Highway of Tears Recommendation Report, which includes creating a number of billboards to bring further awareness on the issue of missing and murdered Indigenous women and girls (2006:21).

Located between Prince George and Smithers, the billboards feature images and messaging of hope and strength to highlight the value of people in the north and that we are all, as communities, stronger together. As you travel on this stretch of Highway 16 we hope that these billboards will create a moment for pause to remember, honour and to reflect on what we all can do to make this Highway and the communities surrounding it a safer place.

"We hope these billboards act as a visual reminder to travelers to be part of keeping Hwy. 16 safe for everyone," said Mary Teegee, CSFS Executive Director of Child and Family Services. "It is time to move forward with Hope and Strength and to honour our loved ones by making Highway 16 safe again."

The billboards are part of a larger commemorative series project that will eventually include commemorative pillars at each end of the 'Highway of Tears', rest-stop signage and more to honour and remember Missing and Murdered Indigenous Women and Girls in addition to providing more education and awareness of safety along Highway 16.

"While these billboards serve a reminder of our loved ones who went missing – we must do more to stop these violent acts committed against our people and people from all backgrounds," said CSFS Board President and Cheslatta Carrier Nation Chief Corrina Leween. "We must collectively take part in ensuring a commitment to building a safer space for all of humanity. Please ensure that your MLA and MP's help us achieve safe places and spaces for all."

The billboards will be erected this week and are booked until 2025.

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