



Minister of Education and Early Childhood Learning

Legislative Building, Winnipeg, Manitoba R3C 0V8 CANADA

To: Superintendents of School Divisions
Directors of First Nations Education Authorities
Manitoba School for the Deaf
Principals of Funded Independent Schools
Student Service Administrators

Dear Colleagues:

I am pleased to proclaim October 27 to 31, 2025, as Media Literacy Week, and October 29, 2025, as Digital Citizen Day.

This proclamation is intended to promote thoughtful engagement with digital media, focusing on helping Manitoba learners develop and apply the critical thinking skills needed to contextualize and evaluate digital media. For more information about Media Literacy Week and Digital Citizen Day, visit the MediaSmarts website at www.mediasmarts.ca/media-literacy-week.

We hope that Media Literacy Week and Digital Citizen Day in Manitoba will inspire educators, students, parents and community members to strengthen their digital and media literacy skills and commitment to promoting safe and respectful online interactions that foster positive physical and mental health.

Please share this information with the schools in your division.

Sincerely,

Original signed by

Honourable Tracy Schmidt

Attachment

- c. Board Chairs, School Divisions
Principals of Public Schools
Independent and International Education Unit