



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
Doncaster School
Principals of Funded Independent Schools
Student Services Administrators

Dear Colleagues:

I am pleased to proclaim October 26 to 30, 2026, as Media Literacy Week and October 28, 2026, as Digital Citizen Day in Manitoba. This proclamation is intended to raise awareness of the importance of digital and media literacy and support learners in developing the knowledge, skills, and critical thinking needed to access, evaluate, and engage with digital information responsibly.

This year marks the 21st annual Media Literacy Week and the 5th anniversary of Digital Citizen Day. Through the participation of schools, libraries, museums, and community organizations across Canada, these initiatives encourage meaningful conversations about media literacy, responsible online behaviour, and active digital citizenship.

It is my hope that the proclamation of Media Literacy Week and observance of Digital Citizen Day inspires educators, students, parents/caregivers, child care centre staff, and community members to engage thoughtfully with digital media, practice responsible technology use, and contribute to safe, respectful, and inclusive online communities.

Please share this information with your schools and staff.

Sincerely,

Original signed by

Honourable Tracy Schmidt

Attachment

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