

2019 Black History Month Poster

■ Concept

The 2019 ETFO Black History Month Poster is a representation of the importance of unity and diversity within the past and present of the Black diaspora. People of African descent have endured a history of physical, mental and emotional torment through the transatlantic slave trade but have always had a rich and diverse history in continental Africa. This poster celebrates aspects of Black culture using: the Baobab tree (indigenous to Africa), a Marcus Garvey quote, children and modern Black Canadians who each have an individual story which is rooted in resiliency and trailblazing.

■ Who was Marcus Garvey?

Marcus Garvey, a Pan-Africanist born in Jamaica, is remembered fondly as a hero within the Black diaspora. He founded the Universal Negro Improvement Association and African Communities League (UNIA-ACL). The UNIA-ACL is a Pan-African organization, which enjoyed its greatest strength in the 1920s. It reportedly had four million members and was involved with several businesses, including a shipping company with routes back to Africa. As his words reflect, Garvey felt strongly that all those of African descent have knowledge and a connection back to Africa.

■ What is the significance of the quote?

The importance of the quote is that the roots represent the foundation of the plant and the source of life for the tree. Due to years of colonialism, many Black Canadians don't have tangible connections to their cultures, languages and names. Still today, some African descendants have never learned exactly who they are and where they are from. One of the goals of this poster is to remind students how important it is for them to know their own histories and explore their culture.

■ The Baobab Tree

The Baobab tree is indigenous to Africa and known as the *tree of life*. It provides shelter, clothing, food and water for animal and human inhabitants of the African Savannah regions. The trees reach heights of up to 30 metres and trunk diameters of up to 11 metres. Its trunk can hold up to 1,200,000 litres of water.

2019 Black History Month Poster

Dr. Gervan Fearon is the president of Brock University in St. Catharines and is the first Black person to be the head of a university in Canada. He has a common immigrant story as he was born in England, spent part of his childhood in Jamaica and then immigrated to Canada. He is also a survivor of prostate cancer and makes a concerted effort to encourage men to get preventative checks, as he knows the benefits of early diagnosis.

Trey Anthony is an actress, producer, playwright and creator. She is the first Black Canadian woman to write and produce a television show, *Da Kink in my Hair*, on a major prime time Canadian network. She volunteers with the Black Queer Youth Group, speaks to students about body image and other issues facing female adolescents. Understanding the importance of social justice and access, Trey gives away tickets to her shows to youth and women in shelters.

Malcolm Gladwell is a well-known journalist and author who is best known for his ability to balance popular culture and intellect in his journalism. He traces his love of culture, knowledge and academia back to his parents. His father was a math professor at the University of Waterloo and his Jamaican-born mother was a writer who published a novel in 1969 on social justice issues, including race, colour and human relationships. Malcolm is the author of the best sellers, *The Tipping Point*, *Blink: The Power of Thinking Without Thinking* and *What the Dog Saw*, as well as the host of one of the highest rated podcasts, *Revisionist History*. Malcolm is a proud Canadian and graduate of the University of Toronto.

Winnie Harlow aka *The 6 Goddess* is a proud Torontonion who continues to put Toronto on the map as a supermodel. She was diagnosed with vitiligo, (depigmentation of the skin) at the age of four and endured much name-calling as a student. Through those experiences, Winnie showed resiliency and persevered to achieve her goal of becoming a model as featured in Beyoncé's *Lemonade* visual album. With over five million Instagram followers, Winnie uses her platform to advocate for equality and the importance of self-love.

Born in a refugee camp in Ghana to Liberian parents, **Alphonso Davies'** early beginnings did not point to him becoming a star athlete. At the age of five, he moved to Canada and eventually made it into the Vancouver Whitecaps FC Academy where he caught the eye of Canada's Soccer's Men's National Team. He became the youngest Canadian ever to play for the full national team and after a successful 2018 season in the MLS, signed a transfer deal to join European giants, Bayern Munich.