



Osler Research Institute  
FOR HEALTH INNOVATION

# CELEBRATE RESEARCH WEEK 2025

## A National Research Advocacy Campaign

July 25, 2025

Dear Colleagues,

We're excited to invite you to join the **Celebrate Research Week (CRW) 2025** campaign. This national movement aims to elevate the role of research in shaping health, economy, environment, and communities in Canada.

Led by the Osler Research Institute for Health Innovation (ORIH), the 2024 CRW proclamation celebrated the launch of both ORIH and the TMU School of Medicine, while highlighting the Brampton's innovators. This year, we are joining with national partners to encourage researchers, academic institutions, health organizations, research networks, and innovation hubs across the country to amplify the importance of research in public life, policy, and everyday wellbeing with a cross-Canada advocacy campaign.

This toolkit provides all the essentials you'll need to bring CRW to life in your region. Whether you're hosting a community event, an online talk, organizing a research fair, or simply advocating for municipal recognition, this is your opportunity to personalize the message and make research visible, valued, and vibrant in your community. Some of you may already have a research events planned at another time in the year, however we ask that you still consider taking the CRW proclamation request to your local city hall to proclaim November 17-21, 2025 as CRW and make this a cross-Canada celebration.

By coordinating these activities during the same week, we seek to ensure research is not only celebrated, but understood as essential to Canada's present and future.

With gratitude for your leadership,

Tiziana Rivera,  
Executive Vice President, Quality,  
Research & Chief Nursing Executive  
William Osler Health System

Dr. Veronique Boscart,  
Chief Scientific Officer,  
Osler Research Institute for Health Innovation  
William Osler Health System

# Celebrate Research Week Objectives

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The objectives of Celebrate Research Week (CRW) are to:

- Elevate the visibility of research.
- Showcase the importance of research across disciplines in improving health, policy, innovation, and everyday life.
- Counter misinformation and promote public trust in science and research.
- Advocate for funding and policy support of research.
- Demonstrate the impact of research to decision makers at all levels.
- Encourage sustained investment in both academic and applied research.
- Foster local and national engagement.
- Connect communities with the research taking place around them.
- Include the public in conversations about research and its benefits.
- Unite researchers across Canada in a national movement through coordinated messaging, events, and advocacy.
- Share resources and celebrate local successes to build collective momentum.

## Campaign Elements for Customization

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The following elements are to support your participation in CRW. This CRW Toolkit includes templates and suggestions to help in your planning.

[You can download the editable template here.](#)

1. Key Messages
2. Municipal Proclamation
3. Provincial Advocacy
4. Federal Advocacy
5. Media Advisory

# Key Messages & Media Templates

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Celebrate Research Week (CRW) is a national opportunity to showcase how research improves lives, strengthens communities, and shapes a better future. Whether you're in health, environment, education, or technology, CRW is a platform to spotlight how research addresses pressing challenges.

You can use core messages like “Research is the foundation of innovation that drives progress in our communities” to guide your storytelling and public engagement. Media outreach plays a critical role in amplifying these messages and a regional proclamation also acts as a hook. By connecting with local newspapers, campus outlets, radio stations, and community blogs, you help bring research into everyday conversations.

Public support for research grows when people see its impact on their lives, so we encourage you to tailor and share the messages that resonate most with your community.

A fill-in-the-blank media release template will be available to help you pitch your story, promote your event, and call the public to join in CRW activities.

If your organization has a media relations or communications team, work closely with them to coordinate these efforts. Also, ensure you connect with other research organizations in your region to align messaging.

**Action: Use the media release template to adapt it to your region, including quotes from spokespeople, researchers and representatives. Adapt it to reflect your unique strengths in research, innovation, and community development.**



# Municipal Proclamation

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Municipal proclamations are ceremonial recognitions issued by the Mayor to highlight events or causes that positively contribute to the community's wellbeing.

We encourage organizations to collaborate on a joint proclamation request for CRW. If a joint submission is not possible, organizations may include a note asking the municipality to consider grouping all CRW proclamations submitted in the region into a unified recognition.

**Objective:** To have municipalities across Canada proclaim Celebrate Research Week November 17-21, 2025.

## Submitting a Proclamation Request for Celebrate Research Week

- CRW qualifies as a recognized public awareness campaign.
- Proclamation requests may only be submitted by non-profit or charitable organizations.
- Submit your request through the municipality's official online proclamation request form, if available.
- To ensure adequate preparation time, we recommend submitting by **September 15**. This allows for scheduling for a delegation to be present when the proclamation is read in council chambers. This is a media opportunity.
- Include background information outlining the purpose and importance of CRW ([A downloadable template is available to assist with this step.](#))
- Proclamation requests must be submitted on an annual basis. (Get a head start on CRW 2026!)
- All proclamations are granted at the discretion of the Mayor and are not guaranteed.

**Action:** Use the suggested proclamation in this toolkit to request official recognition of CRW from your local mayor or city council. Adapt it to reflect your city's unique strengths in research, innovation, and community development.



# Provincial and Federal Advocacy

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## Provincial Proclamations

Provinces may issue proclamations through the office of the Premier, a Minister, or the Speaker of the Legislature.

We encourage research institutions and community champions to work with provincial representatives (e.g., MPPs) to have Celebrate Research Week officially recognized at the provincial level.

## Instructions for Provincial Advocacy

- Find your local MPP at this website: <https://www.ola.org/en/members/current>
- Reach out to your local representative with a customized letter of request and background materials.
- Emphasize the provincial impact of research and innovation, including how it strengthens health, education, environment, and the economy.
- [A sample letter and request template are available to download](#)

**Action: Begin conversations with provincial contacts as early as possible to align with legislative timelines.**

## Federal Proclamation and National Engagement

Celebrate Research Week (CRW) is also being championed at the federal level to promote national awareness and recognition of Canadian research excellence.

## Federal-Level Plans

- A federal proclamation request will be submitted to align with the national campaign.
- CRW 2025 will culminate with a national reading of the proclamation at the Canadian Science Policy Conference in Ottawa (November 19–21, 2025).

## Instructions for Federal Engagement

- Local members are encouraged to contact their MPs and collaborate with national partners to support the federal initiative.
- Highlight the importance of research to Canada's future in areas such as healthcare, innovation, climate resilience, and economic growth.

**Action: Use the federal letter-writing template in this toolkit to express your support of CRW to your local MP.**



# Public Outreach Events for Celebrate Research Week

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## Why Public Events Matter

Celebrate Research Week (CRW) is not only about formal proclamations, it's also an opportunity to connect with our communities, showcase the value of research, and build trust in science and innovation.

Hosting outreach events during CRW helps demonstrate how research impacts real lives. This includes all research from health and education to technology, the environment, and public policy. These events offer a platform to make research visible, accessible, and relevant to communities across Canada.

## Join the National Conversation.

### We encourage all event organizers to:

- Share your event on social media using the hashtag #CelebrateResearchWeek.
- Tag CRW organizers and partners so we can help amplify your activities.
- In September submit your event details to be included in the National CRW Event Listing to: [research@williamoslerhs.ca](mailto:research@williamoslerhs.ca)

## CRW Events

Choose a format that fits your audience and local context. Events can be large or small, in-person or virtual.

- Research Fairs / Open Houses.
- Welcome the public into labs, research institutes, or universities to explore current projects and innovations.
- Café Scientifique or talks in the community.
- Host informal discussions between researchers and the public in cafes, libraries, or community centres.
- Inspire the next generation with school visits, interactive workshops, or student-led panels on topics that matter to youth.
- Science-Art Exhibitions: Use art, performance, or multimedia to express scientific ideas in creative ways.
- Highlight the role of research in your region through guided tours of tech hubs, health centres, hospital research areas or environmental field sites.
- Research-to-Policy Dialogues: Bring researchers and policymakers together to discuss evidence-based approaches to local or national challenges.

# Timeline & Action Plan

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- **July 2025** - Toolkits and templates will be shared and distributed to partners
- **Aug–Sept 2025**- Begin contacting local municipalities, MPPs and MPs
- **Sept 2025** - Plan and promote local outreach events
- **Oct 2025** - Launch CRW event page - please share events (e.g., LinkedIn events)
- **Oct 2025** Coordinate logistics, send media releases, confirm proclamations, prepare for national CRW promotion campaign
- **Nov 17–21, 2025 CRW Kick-off and event week** (e.g., Host a public event)
- **Nov 19–21, 2025** Canadian Science Policy Conference and National Proclamation

## Next Steps

- Send us your logo to add to the research partners listed in the toolkit.
- Use the templates in this document and [download the editable word file here.](#)
- Meet with your team to identify opportunities and partners.
- Submit your proclamation request.
- Reach out to local officials and plan your CRW activities.
- Share your event with us to post on the national calendar in September.
- Promote your events using the #CelebrateResearchWeek hashtag.
- Celebrate and share stories during CRW across your networks.

## Customizable templates for your organizations to use during Celebrate Research Week:

1. Municipal Proclamation (upload to city portal in August/Sept)
2. Letter to a Provincial MPP (Reach out in September)
3. Letter to a Federal MP (Reach out in September)
4. Media Release

### 1. Municipal Proclamation Template

(Submit in Aug/September for use by a Mayor or City Council)

Proclamation

Celebrate Research Week

[City Name] | November 17–21, 2025

Whereas the City of [Insert City] is committed to fostering innovation, advancing research, and promoting community health and well-being; and

Whereas, [Insert organization (s) name or initiative] represents an effort in our city’s pursuit of excellence in research, innovation, and real-world impact; and

Whereas, the City of [Insert City] continues to grow as a hub for education, innovation, and collaborative research; and

Whereas, the vibrancy of our local innovation community reflects the dynamic spirit of discovery, inclusion, and progress that defines our region; and

Whereas, research plays a vital role in driving positive change, strengthening public services, and improving the quality of life for our residents; and

Whereas, it is fitting to recognize and celebrate the achievements and contributions of our local researchers, innovators, students, and collaborators;

Now therefore, I, [Insert Mayor Name], Mayor of the City of [Insert City], do hereby proclaim November 17–21, 2025, as

“Celebrate Research Week” in the City of [Insert City].

Let us come together to celebrate the people, ideas, and discoveries shaping a healthier, more sustainable, and more prosperous future for all.

Signed,

[Mayor Name]

Mayor of the City of [Insert City]



## 2. Letter to a Provincial MPP Template

(Requesting recognition and support during Celebrate Research Week)

[Your Organization's Letterhead]

[Date]

To:

[MPP Full Name]

Member of Provincial Parliament

[Constituency Office Address]

[Email]

Subject: Recognition of Celebrate Research Week in [City or Region]

Dear [MPP Last Name],

On behalf of [Your Organization Name], I am writing to invite you to recognize and support Celebrate Research Week, taking place from November 17 to 21, 2025, in [City/Region].

This week showcases the incredible contributions of researchers, clinicians, community partners, and students across our region. Our events will include: [a public Community Research Fair], [a series of Café Scientifique talks across local venues], [and the open doors of [Insert organizations]].

Celebrate Research Week brings together our research community with residents to highlight how science and innovation improve lives and drive Canada's economy. We would be honoured to have your voice in support of these efforts.

We respectfully ask you to consider:

- Sharing a message of recognition during the week
- Attending or sending greetings to one of the featured events
- Recognizing Celebrate Research Week in the Legislature or through your office channels

We believe your support will inspire further public engagement in the vital role research plays across our province.

Thank you for your ongoing leadership and advocacy.

Sincerely,

[Your Full Name]

[Your Title]

[Organization Name]

[Email] | [Phone Number]

### 3. Letter to a Federal MP Template

(Requesting a formal statement in the House on November 17th and inviting constituents to take part)

[Your Organization's Letterhead]

[Date]

To: [MP Full Name]

Member of Parliament for [Riding Name]

[Constituency or Parliament Hill Office Address]

[Email]

**Subject:** Request for Recognition of Celebrate Research Week in the House of Commons

Dear [MP Last Name],

I am writing on behalf of [Your Organization Name] to share that Celebrate Research Week will take place from November 17 to 21, 2025, across Canada.

This will be an annual initiative highlighting the research and innovation ecosystem driving health, economic development, and social progress in Canada. For our region it includes:

- [Insert lists of initiatives]

All events designed to bring researchers and the public together in accessible, meaningful ways

We respectfully request that you consider recognizing this celebration by making a Members' Statement in the House of Commons during that week. A brief acknowledgment of the national and local impact of Canadian research—and an invitation to your constituents to engage—would help amplify the spirit of this initiative.

We would also welcome your attendance at any local events or the opportunity to share a message with the community.

Thank you for your leadership in supporting research, innovation, and public engagement in Canada.

Warm regards,

[Your Full Name]

[Your Title]

[Organization Name]

[Email] | [Phone Number]

### 3. Letter to a Federal MP Template

(Requesting a formal statement in the House on November 17th and inviting constituents to take part)

[Your Organization's Letterhead]

[Date]

To: [MP Full Name]

Member of Parliament for [Riding Name]

[Constituency or Parliament Hill Office Address]

[Email]

Subject: Request for Recognition of Celebrate Research Week in the House of Commons

Dear [MP Last Name],

I am writing on behalf of [Your Organization Name] to share that Celebrate Research Week will take place from November 17 to 21, 2025, across Canada.

This will be an annual initiative highlighting the research and innovation ecosystem driving health, economic development, and social progress in Canada. For our region it includes:

- [Insert lists of initiatives]

All events designed to bring researchers and the public together in accessible, meaningful ways

We respectfully request that you consider recognizing this celebration by supporting a Members' Statement in the House of Commons during that week. A brief acknowledgment of the national and local impact of Canadian research—and an invitation to your constituents to engage—would help amplify the spirit of this initiative.

We would also welcome your attendance at any local events or the opportunity to share a message with the community.

Thank you for your leadership in supporting research, innovation, and public engagement in Canada.

Warm regards,

[Your Full Name]

[Your Title]

[Organization Name]

[Email] | [Phone Number]

## 4. Media Release

### FOR IMMEDIATE RELEASE

[Insert Date]

[City Name] to Celebrate Research Week, November 17–21, 2025

[City Name, Province] — The City of [City Name] is proud to recognize Celebrate Research Week from November 17 to 21, 2025, following an official proclamation by Mayor [Mayor's Full Name] and City Council.

Hosted by [Organization Name/ Partners], in partnership with [list additional partners if applicable], Celebrate Research Week shines a spotlight on the power of research, innovation, and collaboration to improve lives, drive economic growth, and build healthier communities.

“We are thrilled to see our city’s commitment to research and innovation recognized at the municipal level,” said [Your Spokesperson’s Name], [Title, e.g., Executive Director of Research]. “This week is about making science visible and meaningful to the public—whether through a public research fair, community talks, or a conversation with a local scientist over coffee.”

### Event Highlights

Official Proclamation by the City of [City Name]

[Insert list of initiatives, e.g., open doors event]

### Get Involved

Residents are invited to explore how local research impacts their everyday lives—from improving health care to shaping sustainable communities. A full schedule of events is available at: [cross-Canada listing will be published in September]

Celebrate Research Week will culminate in national dialogue, where local stories and innovations will join a broader conversation about Canada’s research future.

### Media & Partner Inquiries

For interviews, event access, or partnership opportunities, please contact:

[Your Name]

[Your Title]

[Organization Name]

[Phone Number] | [Email Address]

[Website URL]

# Research Community Partners



If you have questions or would like to add your logo to the partners list, please contact:

Sofia Ramirez,  
Research Impact Lead,  
Osler Research Institute for Health Innovation  
[sofia.ramirez@williamoslerhs.ca](mailto:sofia.ramirez@williamoslerhs.ca)