

Canadian Institute for Historical Education Launches Campaign about Restoring the Legacy of Historical Figures

#ContextMatters campaign comes during pivotal federal election season when Canadian sovereignty is under siege and patriotism on the rise.

TORONTO, CANADA, April 16, 2025 /EINPresswire.com/ -- The Canadian Institute for Historical

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Education (CIHE) is proud to announce the launch of a powerful new [campaign](#) aimed at promoting historical literacy and restoring a balanced understanding of individuals who have played important roles in Canadian history, such as Sir John A. Macdonald, Egerton Ryerson and Henry Dundas.

The campaign, titled “Context Matters”, features a compelling new video encouraging Canadians to engage in thoughtful reflection on the legacies of key historical figures. It cautions against the modern trend of judging

past leaders solely through the lens of contemporary values, and instead invites viewers to appreciate the complexities and achievements of Canada’s builders in the context of their time.

“In an era of rapid social change and political polarization, it's more important than ever to understand where we've come from,” said James Cowan, an Advisory Council Member of CIHE. “This campaign reminds Canadians that history is not a tool for division, but a foundation for unity.”

Launching during a pivotal federal election season, the campaign seeks to ignite a national conversation about how Canada honours its past. With patriotism on the rise and Canada’s sovereignty at stake in ongoing geopolitical debates, CIHE is calling on political candidates to clarify their positions on whether statues of foundational figures should be restored, and if schools bearing their names should be reconsidered.

“The removal of statues and renaming of institutions may feel symbolic, but these actions have profound implications for how future generations understand their country,” said Cowan. “This campaign isn’t about erasing history—it’s about reclaiming it with depth, context, and respect.”

CIHE invites all Canadians to watch the video, reflect on its message, and participate in the conversation online using the hashtag [#ContextMatters](#). The video and an online petition regarding the renaming of schools are available at www.CIHE.ca.

About CIHE

The Canadian Institute for Historical Education (CIHE) is a non-partisan, not-for-profit research organization dedicated to promoting historical literacy and civic understanding in Canada. Through public education, research, and digital campaigns, CIHE fosters informed engagement with Canada's past.

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