

*Welcome to the
Paula Anne Gallant
Awareness Campaign
December 5, 2007*



“Death may steal away her physical presence but never the memories of the heart.”

Why we are doing this?

On December 27th, 2005, life as we knew it was redefined in the most horrific and unimaginable manner possible. Our 36 year old sister, Paula, was brutally ripped from our life. A person or people living amongst us made a conscious decision to end her life and take her from all of us.

708 days have passed since Paula was murdered.

708 days since Anna, her daughter has been without her loving mother.

708 days since Paula's niece, Emily and nephews, Tim, Connor and Dylan have been without their beautiful Aunt.

708 days without justice.

708 that the person or people responsible for this heinous crime has walked freely among us.

Why we are doing this?

- We need to sustain this awareness... the many initiatives we have done over the past twenty three months have only provided brief glimpses of the story, her life and the impact this death has had on so many.
- We need to sustain the awareness about Paula's story and continue to make the politicians, the policing agencies and the public aware that we will not accept status quo for Paula or all the other victims of violent crime.
- We will **Persevere** in the hopes that one day the person or people responsible for her death will be **Prosecuted**. We need closure to attain some level of **Peace** in our hearts...for **Paula**, for Anna and for all her loved her.

Key Messages of the Awareness Campaign

- To remind the public of the wonder and beauty of Paula's life and spirit... an inspirational friend, daughter, sister, teacher, mother.
- To remind the public that her murder remains unsolved and the public's help is needed to achieve a conviction;
- To encourage the public to think, remember, and talk about her life and the events of December 27, 2005.
- To encourage anyone who has ANY information or observations, to get the information to police either directly or indirectly.
- To encourage her neighbours and residents of Timberlea that the murder remains unsolved and encourage them to reflect on their activities that day and the days before and after her murder.

Awareness Enablers

- *Paula's Magnetic "P"* will create a visual awareness of her life and unsolved murder;
- *Paula's Website "Come Meet Paula"*: Celebrate Paula's life; remind public of need for their support, provide mechanism for public input to investigation;
- *Postcard* accompanying "P" with background, key messages; web address, Reward Program and Crime stoppers Involvement in the case;
- *Event Launch* ensuring maximum energy, momentum, community interest and media exposure to assist in sustaining the importance of Paula's story.

We are determine to see this to the end and will utilize other strategies as required.

Paula's Signature "P"



Paula's Signature "P"

Paula's signature "P" in life seemed insignificant yet in death it represents so much more.

This "P" was instrumental in creating the foundation of this awareness campaign and provided us with the motivation we needed when we felt we could no longer move forward.

The purple hue which washes over her "P" is representative of and stands as a voice for violence against women.

Woven into the ribbon of the "P" are the words Paula, Peace, Perseverance and Prosecution which are the four themes of Paula's story.

Our long time family friend, Glace Bay's own, Lynn MacEachern designed the P we have launched this evening. Her love, support, creativity and passion for justice is evident in all she has done and continues to do for Paula.

Paula's Signature "P"

It is our hope that you will purchase Paula's Magnetic P to visibly display on your car in support of this awareness campaign.

Funds from the sale will be used to offset the cost of this launch, the cost to produce the P's, website development and management and any ongoing strategies we utilize to sustain awareness of this case and Paula's story.

If there are funds outstanding after an arrest is made, these monies will be used to establish a scholarship in Paula's name.

Thank you



Come Meet Paula

The concept for this website was inspired by Paula's unique signature P. From there emerged the four key words for the drop down links.

Please “come” with me as I share Paula's life and her story called “Come Meet Paula”

www.paulagallant.com

THANK YOU

Glace Bay Launch Committee:

- Lynn MacEachern
- Bernadette McCarthy
- Stephen MacNeil
- Andrea Surette
- LoriAnn Clark
- Michelle Wadden
- Susanne O'Brien
- Nancy Donovan
- Pat McCormack

THANK YOU

- Glace Bay Family, Friends and Residents
- Glace Bay Retailers
- Savoy Theatre
- Thoms Flowers
- Global Television
- Constable Tony Dickens
- Ms. Bonnie Nicholson
- Harold & Anita Gillard, Harold's Bakery
- Jimmy MacNeil & Barb Stetter
- Cape Breton Post