

Dress Purple Day 2026

About the campaign

DRESS PURPLE DAY TAKES PLACE **THURSDAY OCTOBER 29, 2026**

Background

Dress Purple Day is a provincial awareness campaign that celebrates the people, relationships and services that help children, youth and families thrive. Every October, the Ontario Association of Children's Aid Societies (OACAS), children's aid societies and Indigenous Child and Family Well-Being Agencies join community partners across Ontario to show that supporting families is a shared responsibility.

The campaign highlights how early support and local partnerships can help families before challenges become crises. It also helps children and youth learn about their right to safety and well-being and recognize the trusted adults and networks of support they can turn to at home, at school and in their communities.

Campaign Theme

It Takes a Community
#HereToHelp

It Takes a Community is the overarching theme for Dress Purple Day 2026, reflecting the shared role we all play in supporting the safety and well-being of children, youth and families.

#HereToHelp supports this message by highlighting the people, organizations and services within communities that children, youth and families can turn to for support.

Campaign Statement

Children, youth and families thrive when communities work together. Dress Purple Day celebrates the people, relationships and supports that strengthen families and reminds children and youth that there are trusted adults and networks of support in their communities who are *#HereToHelp*.

How to participate

- Wear purple on October 29 to show your support for children, youth and families.
- Take part in a Dress Purple Day activity in your community or plan one with your children's aid society, Indigenous Child and Family Well-Being Agency, school, workplace or community organization.
- Share a photo or message using *#ItTakesACommunity*, *#HereToHelp* and *#DressPurpleDay*.

For schools and educators

The existing Dress Purple Day [classroom resources](#) and [educational video series](#) offer age-appropriate ways to explore safety and well-being and help children and youth identify trusted adults and networks of support. They remain available for 2026.

Suggested Social Media Captions

You're welcome to use or adapt these captions for your school, organization, workplace or personal account. Add your local details where text appears in square brackets. Pair your message with a campaign graphic or a photo shared with appropriate consent.

Before Dress Purple Day

We're getting ready for Dress Purple Day on October 29!

Join us and [tag community children's aid/agency] in wearing purple to celebrate the



people and partnerships that help children, youth and families thrive. Together, we can show that our community is #HereToHelp.

#DressPurpleDay #ItTakesACommunity

On Dress Purple Day

Today is Dress Purple Day!

We're wearing purple because strong families need strong communities. Thank you to the people and organizations who help children, youth and families find support when they need it.

#DressPurpleDay #ItTakesACommunity #HereToHelp

Campaign resources

Visit OACAS's Dress Purple Day webpage for campaign information and public resources, or connect with your local child welfare agency about activities in your community.

[Visit OACAS online](#)



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Social: [Instagram](#) | [LinkedIn](#)