

FOR IMMEDIATE RELEASE

### Cyberbullying the focus of Pink Shirt Day 2018

*'Nice Needs No Filter' official Pink Shirt Day t-shirts now available at London Drugs with proceeds supporting anti-bullying programs*

**February 1, 2018, RICHMOND, BC-** In today's digital world, it can be a challenge to escape online negativity, whether it takes the shape of harassment, spreading rumours, sharing embarrassing information or posting threats. In fact, nearly one in five young Canadians aged 15 to 29 have reported being cyberbullied or cyberstalked<sup>1</sup>.

Canadian retailer, London Drugs, is proud to be a part of the Pink Shirt Day campaign which this year focuses on the unfortunate, but common threat of online bullying. The 2018 official Pink Shirt Day t-shirt proclaims 'Nice Needs No Filter', offering a message of possibility: possibility that with education and encouragement, the World Wide Web can be a more kind and positive space.

"This year we are focused on encouraging everyone – no matter what age – to think twice before posting something negative online, and instead use the internet to spread kindness. Together we can prevent the harm and devastation that cyberbullying causes in our communities, schools and neighbourhoods," says Sara Dubois-Phillips, Executive Director of the CKNW Orphans' Fund.

Official Pink Shirt Day t-shirts are now available at all London Drugs locations in youth or adult sizes. Net proceeds are distributed through CKNW Orphans' Fund to support youth anti-bullying programs in British Columbia and throughout Western Canada including the Boys & Girls Clubs across British Columbia, Alberta, and Saskatchewan.

"By purchasing an official 'Nice Needs No Filter' Pink Shirt Day t-shirt, you give youth a voice against bullying and help them build up the character, resilience and bravery to stand up for themselves and others," says Dubois-Phillips, Executive.

This year Pink Shirt Day, which is at the center of a month-long anti-bullying awareness campaign, falls on February 28<sup>th</sup>. Thousands of Canadians are expected to wear pink to show their support for safe and inclusive schools, workplaces and communities.

As one of the first official Pink Shirt Day sponsors and now after a decade of involvement, London Drugs has helped raise more than 1.2 million dollars for Boys & Girls Clubs in Western Canada through the campaign. In 2017 alone, over 20,000 official Pink Shirt Day t-shirts were purchased at London Drugs. This year, London Drugs is joined by Coast Capital Savings as the retail and presenting sponsors of Pink Shirt Day 2018.



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<sup>1</sup> [Statistics Canada, 2016](#)

**ABOUT LONDON DRUGS**

Founded in 1945, B.C.-based London Drugs has 80 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store [www.londondrugs.com](http://www.londondrugs.com). London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development.

**ABOUT PINK SHIRT DAY**

In 2007, two Nova Scotia students decided to take action after witnessing a younger student being bullied for wearing a pink shirt to school. The students bought 50 pink t-shirts and encouraged schoolmates to wear them and send a powerful message of solidarity to the bully. CKNW Orphan's Fund was inspired by the story and to date have raised more than \$1.8 million for anti-bullying programs in Western Canada with the sales of Pink Shirt Day t-Shirts.

**ABOUT CKNW ORPHANS' FUND**

Dedicated to enhancing the lives of children with social, physical and mental challenges living in BC communities. We provide funding to both individual children and organizations for a variety of developmental needs, with an emphasis on therapies, educational bursaries and specialized medical equipment.

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**Image inclusions:**



*Hundreds of youth take part in Pink Shirt Day.*