

MEDIA RELEASE



Red Cross working again with London Drugs

(WINNIPEG, Feb. 9, 2017) – For the second straight year, Manitobans will be able to get their official Canadian Red Cross Pink Day shirts at London Drugs in Winnipeg.

Pink Day is an annual event during which schools and workplaces are encouraged to wear pink shirts to recognize the importance of bullying prevention and developing respectful relationships. Again this year, there will be two Pink Days in Manitoba and Nunavut. The first Pink Day will be on Feb. 22, with the second taking place on April 12.

“After last year’s successful partnership, we are excited once again to work with London Drugs to ensure everyone has a chance to get their Pink Day shirt prior to the Feb. 22 celebrations,” said Rebecca Ulrich, provincial education manager for the Red Cross. “For those who missed the opportunity to order shirts online in time for the Feb. 22 Pink Day, it is not too late because they can go to London Drugs to get them.”

The official Red Cross Pink Day shirts are now available at the London Drugs Winnipeg location in the St. Vital Centre and will be sold until Feb. 22, while supplies last.

“We are thrilled to be working again with the Red Cross again for this year’s Pink Day,” said Derek Duncan, London Drugs St. Vital Centre store manager. “Partnering with the Canadian Red Cross in Winnipeg is a great way for our staff and customers to support Pink Day locally and raise awareness of the global bullying prevention movement.”

Schools and workplaces can still order their Pink Day shirts to ensure they are delivered in time for the April 12 Pink Day by going to www.redcross.ca/PinkMB_NU. The deadline for those orders is March 3.

The Canadian Red Cross has been a leader in violence, bullying and abuse prevention education in Canada for more than 30 years. In support of that education, the Red Cross has been the lead organization for Pink Day in Manitoba since 2012, working with hundreds of schools across the province. On Feb. 22, the Red Cross will mark the day with its annual Pink Day Film Festival at the Park Theatre in Winnipeg, featuring videos made by Manitoba and Nunavut students.

The proceeds of the T-shirt sales remain in Manitoba and Nunavut and support the Beyond the Hurt program, which teaches youth to educate their fellow students on how to deal with bullying and promote positive, respectful relationships in their schools.

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For more information please contact:

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