

Calgarians encouraged take a powerful stance against bullying with sea of pink on Pink Shirt Day, February 22, 2016

Calgary, Alberta, February 18, 2016 – Pink Shirt Day is February 24th and hundreds of Calgarians are expected to turn schools and businesses into a sea of pink to build awareness against bullying.

As part of Pink Shirt Day, The City of Calgary and The Boys and Girls Club of Calgary will be partnering to deliver a variety of unique anti-bullying programming and activities through their Calgary AfterSchool program. This year's official Pink Shirt Day T-shirt proclaims *'Kindness is one size fits all'* and is available at all Calgary London Drugs locations with net proceeds supporting the Boys and Girls Clubs of Calgary.

The media are invited to the Boys and Girls Clubs of Calgary's Beltline Youth Centre for photo, video and interview opportunities for stories related to Pink Shirt Day.

Date: February 23, 2016

Time: 4 pm – 5 pm

Location: Boys and Girls Clubs of Calgary's Beltline Youth Centre (223 – 12 Ave SW)

Details: Youth and staff at Beltline Youth Centre will be setting up for Pink Shirt Day. Youth will be writing anti-bullying messages and be wearing the official pink T-shirts.

Interviews will be available with:

- Matt Jorgensen, a youth counsellor and psychologist
- Sue Lodge, City of Calgary, Acting Coordinator Social Programs
- Crys Robinson, Boys and Girls Clubs of Calgary Manager of Employment and Education Initiatives
- Youth Pink Shirt Day participants

Due to the number of youth on site, all media must RSVP and sign-in upon arrival at the Beltline Youth Centre.

Ways to Participate in Pink Shirt Day on February 24th:

- 1) Purchase an official Pink Shirt Day T-shirt at London Drugs to show your support. Official Pink Shirt Day shirts are available at all Calgary London Drugs locations in both adult and youth sizes ranging from small to XXL at a cost of \$9.80 plus applicable taxes. Net proceeds support the Boys and Girls Clubs of Calgary as well as clubs throughout Alberta and British Columbia.
- 2) Challenge your friends and co-workers to show off their pink style with a Pink Shirt Day fashion show. Prizes for best dressed!
- 3) Get creative with your kids: break out the craft supplies and let them decorate their official Pink Shirt Day T-shirt.
- 4) Host a "Pink Event" (assembly, classroom event, or anti-bullying rally) at your school or place of work. Offer students or employees incentives to wear pink.

- 5) Host a pink potluck with pink food and beverages served during lunch.
- 6) Calgary youth, ages 12-24, are invited to attend and participate in Pink Shirt Day activities at the Boys and Girls Clubs of Calgary's Beltline Youth Centre (223 – 12 Ave SW) starting at 3:30 pm where we will host a kindness battle, photo booth with pink props, a lip sync showcase, and more!
- 7) Show your support on social media by sharing photos or making an anti-bullying pledge using the hashtag #PinkShirtDay and #PinkItForward.

Youth and organizations continue to support Pink Shirt Day following the stand of two grade 12 Nova Scotia students In 2007. The students took action after witnessing a grade 9 student being bullied for wearing pink to school and encouraged their schoolmates to wear pink to send a message against bullying. Since then wearing pink shirts has sent a powerful message against bullying.

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For more information, to arrange an interview or to RSVP, please contact:

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