

Advantage Wireless Promotes Bullying Prevention



On Friday, August 16, employees in the three Advantage Wireless locations donned their “Pink Day” t-shirts and took a visible stand against bullying. They will be wearing pink every Friday to show their support for those who have been bullied.

“Pink Day” is a campaign that builds on the worldwide movement started in 2007 when Travis Price and David Shepherd, then in Grade 12, rallied hundreds of students at Central Kings Rural High School to wear pink t-shirts to stand up to bullies who had harassed a younger boy the day before for wearing pink. The provincial government legislated the second Thursday in September to be the official Pink Day in Nova Scotia.

Pinkday.ca offers resources to those who are affected by bullying and also provides a means to generate funds to help prevent bullying through the Canadian Red Cross program RespectED. The RespectED program has been delivered to hundreds of schools and organizations across Canada to prevent to prevent bullying, cyber-bullying and other forms of violence and abuse. Pink Day, with the support of the Canadian Red Cross, plans to launch a ***national*** Pink Day.

“Obviously cyber bullying is on our radar, but bullying doesn’t just happen online. We are interested in making a difference for everyone in every situation by drawing attention to the issue, by showing our support to those who have been bullied and by raising money for the bullying prevention programs” said Carl Launt, President of Advantage Wireless.

Pink Day Co-Founder, Paul Kells, applauds the leadership shown by companies like Advantage Wireless “With the support of the business community we can take a stand against bullying and right here in Nova Scotia, where the first pink t-shirts were worn, we will ignite a national campaign that will change the way we understand and deal with bullying at work, at home and at school. Advantage Wireless is setting a great example for their customers and competitors by participating in this project.”

Pink shirts and merchandise are available at pinkday.ca

For larger orders, contact paul@pinkday.ca

Media contact:

April MacLeod

902.449.2799

april@pinkday.ca