

## **Just Us! Coffee Roasters Co-op Stands Up to Bullying**

Debra Moore, founding member of Just Us! Coffee Roasters Co-op announced their commitment to stand up to bullying through a partnership with Pinkday.ca. Pinkday.ca offers resources to those who are affected by bullying and also provides a portal to help generate funds for the Canadian Red Cross bullying prevention program RespectED.

Just Us! members and employees purchased pink t-shirts to wear at work to raise awareness of bullying prevention. Each of the four coffee shops and head office will don their pink t-shirts every Friday during the summer and leading up to Nova Scotia's official Pink Day; the second Thursday in September (September 12, 2013).

"Pink Day is a call to action to the community at large; it allows us to send a visible message to the community that raises awareness about bullying and generates new conversations about respect" says Pink Day Co-Founder, Paul Kells. "We know that a lot of people bully and don't realize the damage they cause and we also know that it is the people who witness bullying are the ones who can stop it. We will make a difference when by-standers learn what bullying really is, what to do about it and how to address it. Just Us! Coffee is setting a great example for the community by their participation in this project."

The Just Us! mantra is "people and the planet before profits" and their values include cooperation, community, instinct and justice; setting an example for others, creating a place to work that is free from discrimination, doing what is right and challenging the status quo. Deb Moore, of Just Us! Coffee Roasters Co-op said, "We are proud to participate in this call to action with PinkDay.ca and to raise funds for bullying prevention programs. We encourage other businesses to follow suit and stand up to bullying."

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