

**New Release:
April 30, 2013
Halifax NS**

**Pink T-Shirt Day Founder and "Respect" organization say to Nova Scotians
"Its time to stand up to bullying"**

Travis Price, founder of pink shirt day, and Paul Kells, founder of Up-Standers, have joined forces to call upon Nova Scotians to stand up to bullying. Today they announced the launch of their call to action website, www.pinkday.ca.

Pink Day builds on the worldwide movement started in 2007 when Price, then in Grade 12 and who had himself been bullied many times, was one of two teens who rallied hundreds of students at his Nova Scotia high school to wear pink t-shirts to school to stand up to bullies who had harassed a younger boy the day before for wearing pink. Pink Day is also the new name he will now attach to Pink Shirt Day, scheduled for September 12 across Nova Scotia.

Pinkday.ca offers resources to those who are affected by bullying and also provides a portal to help generate funds to help prevent bullying through the Canadian Red Cross program RespectED. These resources, online and in schools, are used successfully each year by hundreds of schools and organizations across Canada to prevent bullying, cyber-bullying and other forms of violence and abuse.

Pinkday.ca is also exploring new options to advance a culture of respect by good people, rather than focusing on the bad guys. As Sheldon Kennedy, a former NHL player and sexual abuse victim says, there will always be bad guys. The difference comes when bystanders learn what bullying really is, what to do about it and how to address it. A key pinkday.ca objective is to begin to share stories from people who have decided to stand up in a *positive* way to help others, perhaps someone they witnessed being bullied and intervened with. It wants to hear from the bullied who have been helped by the difference someone else made for them by standing up on their behalf, safely. "One of the biggest contributors to the downward emotional spiral from abuse is the isolation of it all" says Travis Price. "We want to try to reverse some of that with examples of people who have made a difference in a supportive, positive way."

We will raise funds through partial proceeds from merchandise and more from and direct donations. 100 per cent of all direct donations go entirely to Canadian Red Cross bullying prevention programs. 25% of all merchandise sales go to participating schools, teams or other groups with Canadian Red Cross receiving 40% of that.

Pink apparel is available to order through the website, but schools and organizations are urged to contact organizers to get involved in group orders. Orders must be in by June 3 for the shirts

to be delivered in time for Pink Day on September 12.

“Bullying awareness and prevention is not just applicable to children; it exists everywhere people live, learn, work and play,” said Paul Kells. “Studies are telling us that it is the bystanders – those who see what is happening – who can make the biggest difference. We must educate people about how to prevent and deal with bullying and show our support to those who are bullied and those who witness it. One of the main objectives of this campaign is to generate new conversations between adults and their children about respect. It is for everyone time to stand up, not just young people.”

Price currently works for the Canadian Red Cross, promoting its RespectED program and Pink Day events, and speaking to youth across Canada about his own experiences with bullying and how they can help prevent or stop it. “This pinkday.ca initiative gives everyone the opportunity to participate and very visibly take a stand,” said Price. “Bullying happens in school, but it also happens at work. And it happens year round. Every day is pink day.”

Kells created Up-standers last year as a network of people committed to safe and respectful workplaces and schools, with the goal of preventing bullying and injuries through public awareness, direct interventions, promoting research and online solutions. Travis Price is a member of the Up-Standers team. The two of them are speaking together as Up-Standers at Pier 21 on May 6 at 2:00 as part of opening North American Occupational Health and Safety week in Nova Scotia.

Previously, Kells founded Safe Communities Canada, Threads of Life and Passport to Safety online challenge following the death of his 19-year-old son in a workplace explosion. More than a half million young Canadians, including thousands of Nova Scotia teenagers, have completed the Passport program since 2004.

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