

RELEASE



More than 20,000 stand up to bullying on Red Cross Day of Pink

(REGINA, Apr. 10, 2012) It's a startling fact that one in five children are being targeted by bullying behaviour. Today more, than 20,000 people across the province are taking a stand against bullying during the fourth annual Red Cross Day of Pink.

This day aims to bring awareness to bullying issues and what people can do to create safe and respectful environments. More than 20,000 official Red Cross Day of Pink t-shirts were sold to students and businesses, with over 350 schools and community organizations participating by holding assemblies, rallies and parades. All funds raised go directly to Red Cross bullying prevention education in the province.

"Kids should never have to face bullying alone. We are thrilled to see so many Saskatchewan people working together to stand up to bullying behaviour," said Cindy Fuchs, Provincial Director for the Canadian Red Cross. "Close your eyes and imagine no bullying. I can't wait to see that world and I think Red Cross Day of Pink encourages us to move one step closer to it."

The day began in 2007 after two Nova Scotia teenagers encouraged their fellow students to wear pink shirts to support a fellow student who was being bullied.

"At SaskEnergy we are proud to support this cause that promises change in our schools and communities and gives a voice to youth who wish to speak out against bullying," said Leslie Gosselin, Manager of Advertising and Community Relations at SaskEnergy. "We encourage everyone to participate in the Pink Shirt Film Festival Awards by voting on-line for your favourite video starting today at www.redcross.ca/pinkshirtfilmfest."

The Canadian Red Cross bullying prevention education program reaches thousands of youth and adults every year, teaching them how to recognize, prevent and address bullying behaviour. Resource materials, presentations and workshops are available for schools and community groups to help them address the bullying behaviours they are facing.

Red Cross Day of Pink is presented by SaskEnergy and proudly supported by Royal Bank of Canada, Saskatchewan Credit Unions, Saskatchewan Transit Company and Extreme Hockey and Sport.

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For more information or to arrange an interview please contact:

Chris Clemett
Canadian Red Cross
P: 306-721-1643 C: 306-570-4223

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