



# MEDIA RELEASE

For immediate release  
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## Grand Erie Goes Pink on February 22 in Solidarity Against Bullying

**Brantford ON:** Grand Erie schools are set to take a stand against bullying this Wednesday as part of Pink Shirt Day, an international movement aligning with the Board's own values of inclusiveness and equity, and the importance of creating safe and supportive environments for students, families, and staff.

"Bullying has no place in our schools, our classrooms, our cafeterias, in our halls or in our hearts," said Wayne Baker, Superintendent of Education. "Pink Shirt Day is a way to publically unite against not only bullying but also racism, sexism, ableism, and homophobia."

Pink Shirt Day began in Nova Scotia in 2007 when two students witnessed a male classmate being bullied because he was wearing a pink polo shirt, and decided to take a stand. The pair rallied fellow students to wear pink the following day in a show of solidarity, and the anti-bullying movement grew from there.

The Boys and Girls Club of Brantford has been involved for a number of years, selling pink t-shirts to celebrate the day, with proceeds supporting the Club's programming.

"The most important thing is to keep the conversation going," said Deanna Searle, Executive Director of the Boys and Girls Club of Brantford. "Even though we're singling out this one day to speak up against bullying, the message has to get out there all 365 days of the year."

A sample of schools participating in Pink Shirt Day across Grand Erie District School Board on February 22, 2017 include:

### Brantford/Brant:

- École Confédération (Aligned with Carnaval celebration and outdoor games)
- Mt. Pleasant School (Entire school engaged in 'Kid Prime Minister' video with the theme: *Ten Things that you can say or do to Make the World a Better Place*)
- North Park Collegiate-Vocational School (Social Networking Safety event with Paul Davis; Period one and two with students and 7:00 p.m. with parents)

### Haldimand:

- Grandview Central Public School (Great representation based on t-shirt orders)
- Hagersville Secondary School (Wearing pink and promoting inclusiveness)

### Norfolk:

- Courtland Public School (Bullying Prevention Assembly at 9:15 a.m.)
- Simcoe Composite School (Wearing pink and promoting inclusiveness)

All schools will be encouraging students to wear pink on February 22<sup>nd</sup>, and a number of schools have specific programming planned. For a full list of schools with Pink Shirt Day activities, visit [www.granderie.ca](http://www.granderie.ca) and follow on social media using #PinkIsGrand.

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