



News Release

April 10, 2012

Wear Pink and Take a Stand Against Bullying and Discrimination

Highland Shores Children's Aid will be "in the pink" on April 11th in order to show the agency's support for International Day of Pink. Each year, on the second Wednesday of April, millions of people wear pink to remember that positive actions make a difference and that change starts with each one of us.

This day of action began when a high school student in Cambridge, Nova Scotia was bullied because he wore a pink shirt to school. Hundreds of his fellow students came to school wearing pink to show their support.

Day of Pink has now spread across North America as a way to visibly send a message that bullying, including racism, homophobia, hate and discrimination will not be tolerated within our communities.

Locally, the initiative is being spearheaded by Trenton High School who have arranged for printing of the Day of Pink t-shirts. HSCA staff are being encouraged to wear the pink t-shirts on April 11th to show their commitment to the anti-bullying message.

The Day of Pink is more than just a symbol of a shared belief in celebrating diversity – it's also a commitment to being open minded, accepting differences and learning to respect each other. The slogan for this year's campaign is "Lead with Love".

If you'd like to participate, you can find out more about the day by visiting the website, www.DayofPink.org.

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