



**News Release**

**April 9, 2013**

## **Highland Shores Staff Will Be “In the Pink” to Take a Stand Against Bullying and to Celebrate Diversity**

Highland Shores Children's Aid staff will be “in the pink” on April 12th in order to show the Society's support for International Day of Pink which is officially recognized on April 10th.

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. The message is clear, anyone can bully and anyone can be victimized by bullying. Together we can stop it.

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. Positive actions can be made a difference and those actions can begin with each one of us.

HSCA staff are being encouraged to wear pink t-shirts or clothing on April 12th 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.

If you'd like to participate, you can find out more about the day by visiting the website, [www.DayofPink.org](http://www.DayofPink.org)

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