



Make Some Noise Against Bullying during CKNW's Pink Shirt Day!

Join Sponsors, Celebrities, Sports and Media to help put an end to bullying.

**For Immediate Release:
Monday, February 4th, 2013**

Vancouver, BC –Coast Capital Savings presents the 6th annual anti-bullying campaign **CKNW Pink Shirt Day!** Wednesday, February 27th, 2013, CKNW invites British Columbian's to show their support by wearing pink and spread our message, "Make Some Noise Against Bullying". If bystanders intervene over 50% of bullying ends within 10 seconds.

Simi Sara, CKNW AM 980 midday host will once again champion this year's campaign and will be joined by an all-star community cast including our new presenting sponsor Coast Capital Savings, and supporting sponsors London Drugs and the BC Government and Service Employees' Union. Join the Red Cross, Surrey Mayor Dianne Watts, Vancouver Mayor Gregor Robertson, Langley Township Mayor Peter Fassbender, Vancouver Whitecap players, The Vancouver Fire Department, Global TV's Steve Darling, Sophie Lui and Lynn Colliar. Plus Fiona Forbes from Shaw TV, Bif Naked, Miss 604 and Norma Reid from the CTV Morning News are all going to help *Make Some Noise Against Bullying*.

Official Pink Shirt Day T-Shirts, teaching resources, and posters are available at www.pinkshirtday.ca with T-Shirts on sale now at London Drugs locations in Western Canada.

Over the month of February, Simi Sara and CKNW AM 980 will be dedicating extensive coverage to the anti-bullying campaign, including an interview with Travis Price who started The Pink Shirt message. On air guests will discuss the multiple forms bullying, including in schools, workplaces and cyber-bullying. "90% of bystanders admit they don't like to watch someone being bullied, but only 20% try to stop it", stated Sara who referenced the increased cases of bullying we are seeing across the news.

The goal for this year's campaign is to sell 70,000 Pink Shirt Day T-Shirts, and 17,000 Pink Shirt Day buttons which net proceeds will benefit the CKNW Orphans' Fund in support of Anti-Bullying programs in BC. For updates on CKNW's Pink Shirt Day please visit www.pinkshirtday.ca, on Twitter [@pinkshirtday](https://twitter.com/pinkshirtday), and on [Facebook](https://www.facebook.com/pinkshirtday).

The public service announcement for Pink Shirt Day 2013 can be viewed [here](#).

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About Pink Shirt Day: In 2007, two Nova Scotia students decided to take action after witnessing a younger student being bullied for wearing a pink shirt to school. The students bought 50 pink t-shirts and encouraged schoolmates to wear them and send a powerful message of solidarity to the bully. CKNW was inspired by the story and to date have raised more than \$380,000 for Boys & Girls Clubs anti-bullying programs with the sales of Pink Shirt Day T-Shirts.



About CKNW Orphans' Fund: Dedicated to enhancing the lives of children with social, physical and mental challenges living in BC communities. We provide funding to both individual children and organizations for a variety of developmental needs, with an emphasis on therapies, educational bursaries and specialized medical equipment.

About Boys & Girls Clubs: For over 75 years, Boys and Girls Clubs of South Coast BC (BGC) has been giving children and youth something that every child deserves to have: a place to belong when they aren't at home or at school. It's a place that provides them with three of the things they need most: a sense of belonging, a sense of success, and positive relationships with adults and peers. Annually, we serve more than 10,000 children, youth, and families.

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