



Boys & Girls Club  
Services of Greater Victoria  
A good place to be

## Media Release

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### **FOR IMMEDIATE RELEASE: Victoria, BC (23 February 2009)**

#### **Pink Shirt Day February 25, 2009 – Bullying Stops Here!**

Bullying has had tragic results for so many young victims. Perhaps the most tragic was Reena Virk here in our own community. Boys & Girls Clubs have been fighting this pervasive threat to our young people for years and once again we are stepping up to help end this threat to our children.

In the fall of 2007, two young men became aware of a grade 9 student who had been bullied for wearing a pink polo shirt to school. Instead of retaliating with violence, these remarkable young men went to their local dollar store and purchased 50 pink shirts, distributing them to their high school friends the next day to wear in a show of solidarity to the young man who was bullied. This simple act of kindness garnered the attention of many, including Christy Clark, who was inspired to find a way to leverage their actions into something bigger, and “Pink Shirt Day” was born!

In 2008, Christy Clark and CKNW 980 approached Boys and Girls Clubs of Greater Vancouver to become the charitable partner in their inaugural “Pink Shirt Day: Bullying Stops Here”. In five short weeks, what was originally thought to be a public awareness campaign about bullying developed into what has the potential to become an annual, provincial, national and international initiative. Premier Gordon Campbell proclaimed Feb. 27<sup>th</sup>, 2008 as the Anti-Bullying Day across BC (henceforth the fourth Wednesday in February).

Boys & Girls Clubs of Greater Vancouver has invited all Boys & Girls Clubs in British Columbia to participate in Pink Shirt Day and in Victoria we were happy to get involved. Our theme is We’re Hanging Up the Pink Shirts and Throwing Out the Dirty Laundry. We have designed a pink t-shirt that our staff will be wearing on February 25<sup>th</sup> and have organized a variety of events at our different locations.

This is an overview of the activities that will be happening throughout the agency in awareness of anti-bullying:

#### **Millstream Club** (626 Hoylake Road at Millstream Elementary):

- Participants will tie dye shirts pink prior to February 25<sup>th</sup> and on the 25<sup>th</sup> write anti-bullying messages on them and wear them for the day;
- Children will participate in various trust exercises that promote awareness and kindness to others;
- An anti-bullying banner will be created with all kids putting their hand prints on it to represent their commitment to stop bullying;
- Theme based snack will include pink grapefruit, pink lemonade and bagels with pink strawberry cream cheese;
- “Throwing out the dirty laundry”- kids will be asked to take time to reflect upon how bullying affects them and then they will write them down on paper and throw them away as a group.

#### **Harbourside Club** (410 Macaulay Street behind Macaulay Elementary):

- All 40 members will be transported to our Metchosin Camp (3900 Metchosin Road) where they will participate in anti-bullying games facilitated by Lindsay Cornell, our Adventure Based Learning Coordinator;

- They will write statements on white shirts on what they will do to help prevent bullying, tie dye them pink and then hang them up at the Club on a clothes line;
- All participants will be getting cupcakes with pink icing.

**Wednesday's Club & City Central Club** (Shoreline School & 1240 Yates):

- Afternoon starts off with an anti-bullying talk from Constable Bruer;
- They have a fun filled survivor game planned which will include active challenges, scavenger hunts and iron stomach food testing where all tasks will be based on open discussion around participation, team support, conflict resolution, empathy and anger management;
- Day ends with a warm fuzzy 'tribal council' where each person will be recognized by the group in a positive way.

**Central Saanich Club** (7162B W. Saanich Road):

- Youth leaders will be wearing pink and assisting with the activities planned for the afterschool program which include:
  - A group discussion on bullying and then a clothespin ceremony where they will hang up positive messaging that supports anti-bullying;
  - Running outdoor team-building activities that are intentional and relate to discussion around bullying.

**Praxis** (1240 Yates):

- Working with some youth in the program to design an anti-bullying awareness bulletin board in the main hallway at Yates Street;
- Staff will run some team games that reinforce the necessity of teamwork and support in specific situations.

All programs will be handing out brochures to parents entitled: "Bullying: What You should Know/What You Can Do".

Even Bernard Callebaut Chocolaterie has gotten involved and Brad Potentier, his staff and a number of businesses around his store (621 Broughton – 250.380-1515) have decided to raise funds for Boys & Girls Clubs on Pink Shirt Day for two hours selling strawberries dipped in pink chocolate – they are donating 100 percent of the sales proceeds to Boy & Girls Club Services of Greater Victoria.

**About Boys & Girls Club Services of Greater Victoria**

Boys & Girls Club Services has been helping children, youth and their families in Greater Victoria since 1960. Started as a program to keep young boys off the streets, the organization has expanded to offer programs ranging from after-school and evening programming to youth leadership programs, summer camp, programs for young moms, parent support and a wide range of programs for youth at risk. There are currently over 100 staff employed by Boys & Girls Club Services of Greater Victoria. To learn more, visit [www.bgcvic.org](http://www.bgcvic.org).

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Boys & Girls Club Services of Greater Victoria

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Photo releases: children at our Harbourside, Millstream, Central Saanich and City Central Clubs have signed photo release forms.