



Media Advisory

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Students show kindness has no boundaries Pink Shirt Day celebrates inclusivity

Empathy and kindness are universal traits that everyone can share to brighten someone's day.

Students from across Yellowknife will demonstrate how kindness can help overcome any challenge through music, photos and anecdotes.

This year's theme is "Make Nice," and acts as a friendly reminder that no matter what our differences are, kindness is always a choice worth making.

Students will gather in the Great Hall of the Legislative Assembly in Yellowknife Wednesday, February 22 from 12 p.m. to 12:30 p.m. to commemorate Pink Shirt Day with more than 100 students. Students from Fort Smith will take part in Pink Shirt Day at their schools.

"Pink Shirt Day is a chance for us all to reflect on how we can help to change the lives of those around us for the better," said Jack Bourassa, Regional Executive Vice President for the Public Service Alliance of Canada North. "It's also a reminder that we must work together to stamp out bullying in all its forms in our communities."

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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. Since then, the sale of Pink Shirt Day t-shirts has raised more than \$1.2 million for anti-bullying programs across Canada.*