



# DAY OF PINK

**Day against bullying,  
discrimination, homophobia,  
transphobia & transmisogyny  
across the world.**

**APRIL 14, 2021**

## History of International Day of Pink and Why We Wear Pink.

The International Day of Pink was formed in 2007 at a school in Nova Scotia. Students David Shepherd and Travis Price witnessed another student being picked on for wearing a pink shirt. The two students intervened, but wanted to do more to address and prevent homophobic and transphobic bullying. In an act of solidarity, the two students purchased pink shirts and encouraged the rest of the school to wear them together. This awareness campaign has grown to be an international success in schools, workplaces and communities.

Wearing a pink shirt on the second Wednesday of April is a symbol of a year-round commitment to raise awareness and call attention to anti-2SLGBTQ+ bullying and discrimination. This April 14, 2021, bring awareness by wearing pink and take action to help eliminate 2SLGBTQ+ bullying and discrimination in all communities.

## Harmful Impacts of Anti-2SLGBTQ+ Bullying.

2SLGBTQ+ youth face disproportionately high rates of bullying, which includes cyberbullying. While technologies like the internet, social media, and other platforms have the potential to empower and connect 2SLGBTQ+ people, these tools can also be misused to bully and harm gender and sexually diverse communities (Egale, 2020).

52% of LGBTQ youth between the ages of 11-22 reported having been targets of cyberbullying multiple times (Egale, 2020) and overall are more likely than their peers to experience negative outcomes after being cyberbullied and less likely to seek support. (Egale, 2020).

## Support Organizations and Initiatives.

Egale has put together a resource for educators and school staff titled, "Anti-LGBTQ2S Cyberbullying", that offers practical strategies for prevention and intervention that respond to the specific context of anti-2SLGBTQ+ bias, discrimination, and violence within the school community, online, and beyond. Please visit [egale.ca/awareness/tackling-anti-lgbtq2s-cyberbullying-in-schools/](https://egale.ca/awareness/tackling-anti-lgbtq2s-cyberbullying-in-schools/) to learn more.

Support anti-bullying initiatives like Pink Shirt Day (<https://www.pinkshirtday.ca/>) or Indigenous Pink Shirt (<https://indigenoupinkshirt.com/>).

Support local organizations in your area or region that are doing the work to empower 2SLGBTQ+ communities and reduce and eliminate all forms of discrimination and oppression against gender and sexually diverse people.



## Host a Fundraiser.

Get creative and host a fundraiser that supports initiatives that address, prevent, and stop discrimination and bullying against 2SLGBTQ+ youth and young adults.

CCGSD's educational programming and advocacy-based work aims to empower 2SLGBTQ+ youth and young adults and be in allyship with organizations and communities that support 2SLGBTQ people. To support CCGSD's work, please visit our CanadaHelps page or our website (<https://ccgsd-ccdgs.org>) to make a donation.

# Finding Support.

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## Kids Help Phone

<https://kidshelpphone.ca/>

Kids Help Phone is Canada's only 24/7, national support service. They offer professional counselling, information and referrals and volunteer-led, text-based support to young people in both English and French.

<https://kidshelpphone.ca/text/>  
Need help now? Text CONNECT to 686868

Kids Help Phone's texting service is completely free and available 24/7/365. You don't need a data plan, internet connection or an app to use it. All conversations you have with a volunteer Crisis Responder are confidential. And, you can text from anywhere in Canada.

<https://kidshelpphone.ca/call/>  
Need help now? You can reach a professional counsellor at Kids Help Phone 24/7 by calling 1-800-668-6868.



## LGBT Youth Line

<https://youthline.ca>

Youth Line offers confidential and non-judgemental peer support through telephone, text, and chat services. Get in touch with a peer support volunteer from Sunday to Friday, 4:00 to 9:30 pm EST at 647-694-4275 or via email at [askus@youthline.ca](mailto:askus@youthline.ca). Visit Youth Line's website to access the chat button at the bottom or top of the page. Please note that due to COVID-19, Youth Line is currently taking texts, chats, and email only.

## Trans Lifeline

<https://www.translifeline.org/>

Trans Lifeline is a trans-led organization that connects trans people to the community, support, and resources they need to survive and thrive. Trans Lifeline's Hotline is a peer support service run by trans people, for trans people, non-binary and questioning callers. Operators are located all over the U.S. and Canada, and are all trans-identified. If you are in crisis or just need someone to talk to, even if it's just about whether or not you're trans, please call.

Canada line: 877-330-6366

US line: 877-565-8860

Hotline open 24/7

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## Contact Us

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LE CENTRE CANADIEN DE LA  
**DIVERSITÉ DES GENRES**  
+ DE LA **SEXUALITÉ**



THE CANADIAN CENTRE FOR  
**GENDER+SEXUAL**  
**DIVERSITY**