



# The Day of Pink

## La Journée Rose

### Day of Pink Ambassadors

#### Lieutenant Governors

- Hon Donald S Ethell (AB)
- Hon Elizabeth Dowdeswell (ON)
- Hon Frank Fagan (NF)
- Hon Frank Lewis (PEI)
- Hon J J Grant (NS)
- Hon Judith Guichon (BC)
- Hon Philip S Lee (MB)
- Hon Vaughn Solomon Schofield (SK)

#### Premiers

- Hon Brad Wall (SK)
- Hon Brian Gallant (NB)
- Hon Christy Clark (BC)
- Hon Darrell Pasloski (YK)
- Hon Greg Sellinger (MB)
- Hon Jim Prentice (AB)
- Hon Stephen McNeil (NS)

#### Ministers of Education

- Hon Don Morgan (SK)
- Hon Doug Graham (YK)
- Hon Jackson Lafferty (NT)
- Hon Karen Lynn Cassey (NS)
- Hon Liz Sandals (ON)
- Hon Peter Fassbender (BC)
- Hon Peter Bjornson (MB)

#### Community Leaders

- Rt Hon Michaele Jean
- Alison Redford
- Andrea Horwath
- Justin Trudeau
- Laureen Harper
- Rick Mercer
- Thomas Mulcair

See the full list at: [dayofpink.org](http://dayofpink.org)

### News Release

#### ***From the International Day of Pink & The Canadian Centre for Gender & Sexual Diversity (CCGSD)***

#### **9.4 million Canadians Wear Pink to Stop Bullying**

#### **After going viral, the “Gay Sweater” makes its debut in the Nation's Capital**

**Wednesday, April 8, 2015 - 6:30pm**

**De La Salle High School, Ottawa**

**April 7, 2015, Ottawa, ON** – The Day of Pink, this year on April 8, 2015, is the International Day against bullying, discrimination, homophobia, transphobia, and transmisogyny across the world. 9.4 million Canadians will wear pink to school, work, and in their communities to raise awareness about these issues.

"With over one-third of Canadians in pink, we know that people are more aware of these issues, and are taking action! This year's campaign, 'A pink shirt doesn't stop bullying, YOU DO', speaks to the hard work of countless youth, educators and community leaders making our communities and schools safer," said Jeremy Dias, director at the CCGSD.

Laureen Harper said, "I will be wearing pink. I hope all Canadians, especially young Canadians, will join me, because one small act of kindness can help someone realize they are not alone."

Laureen is not alone, almost every Premier, Lieutenant Governor and Minister of Education is a Day of Pink Ambassador, joined by other politicians, and community leaders like Rick Mercer. Check out all their messages for the Day of Pink here: [dayofpink.org/2015/01/26/day-of-pink-quotes/](http://dayofpink.org/2015/01/26/day-of-pink-quotes/)

Last week, #TheGaySweater also got everyone talking about the messages in what we wear and the power of our actions. With almost 100K views in only a week, the sweater has becoming a talking piece at the water cooler. In addition, the educational tools that are getting into schools and workplaces are making real changes.

As of tomorrow, the sweater will travel to schools and communities across the country.

<http://www.thegaysweater.ccgscdcdgs.org>





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Mr. Dias says, "It's the gayest sweater on the planet, and just this once, that's a perfectly OK description."

The Gay Sweater is a garment literally constructed from the hair of hundreds of LGBT Canadians. Mr. Dias says that underneath the hairy exterior, there is a serious message: I want people to understand why they need to stop saying, 'That's so gay.'

As part of its mandate, the national Canadian Centre for Gender and Sexual Diversity gives workshops and makes presentations in schools, where they discuss why using the term "gay" is negative and harmful. Mr. Dias says, "Once in a while, walking down a hallway, you'll hear someone say, 'that's so gay' in reference to an outfit, and that is unacceptable!" If students hear the message- it's not ok to say that, they will become an agent for positive change and acceptance.

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