



**POLICE ASSOCIATION PARTNERS WITH *KIDS NOW* TO HELP PREVENT BULLYING**  
***New Social Campaign Encourages Ontarians to Take Selfies with Community Police Officers***

**November 4, 2015 – FOR IMMEDIATE RELEASE** The Police Association of Ontario (PAO) and Kids Now Canada will be joined by the Hon. Yasir Naqvi, Minister of Community Safety and Correctional Services at St. Simon Stock Elementary School in Mississauga to launch a new social media campaign aimed at understanding and preventing bullying in Ontario.

“This is a great initiative that will go a long way to build positive relationships between youth and police officers in communities across the province, while spreading the message that bullying is not okay,” said Yasir Naqvi, Minister of Community Safety and Correctional Services. “As we work together to combat bullying in schools and on the internet, we are building stronger and safer communities where acceptance and tolerance are paramount.”

The *Pink is the New Blue* campaign will use social media to increase awareness by encouraging parents, caregivers, officers and teachers to take a quick and simple online quiz on how to identify a potential situation and how to listen to their children if they are being bullied.

“Whether it is with children in grades 6, 7 or 8, or with teenagers in high school, bullying can have a devastating impact on our child’s social development,” says PAO President Bruce Chapman. “As the voice of the province’s police profession, we are excited that we can play a role in helping the public to understand what bullying is, what it is not, how to diffuse a potential situation and how to prevent it from escalating.”

PAO and Kids Now Canada believe the best way towards increasing bullying awareness is through a positive and fun approach. The campaign is calling on Ontario’s parents, teachers and kids to take selfies with their local police officers and post it on Facebook, Instagram and Twitter with the hashtag *#lovethyselfiepledge* to increase awareness.

“We are thrilled to be partnering with the Police Association of Ontario on their *Pink is the New Blue* campaign.” said Janet King, Chief Kids Officer and Founder of Kids Now. “Mentoring school kids about bullying prevention is extremely important and involving police officers to help this happen is fantastic. This is an aspect of police work that the public needs to see more often. Our partnership makes a lot of sense as we both share a positive, proactive approach to bullying prevention.”

Kids Now Canada is a volunteer organization that helps children, primarily in Grades 7 and 8, build self-esteem and become confident as they enter high school. The organization provides Ontario’s schools with programs and presentations for classes about what bullying is and what it is not.

## CONTACTS:

Bruce Chapman  
PAO President  
[Bruce.chapman@pao.ca](mailto:Bruce.chapman@pao.ca)  
Cell: 905-599-4813

Stephen Reid  
PAO Executive Director  
[Stephen.reid@pao.ca](mailto:Stephen.reid@pao.ca)  
Cell: 416-435-4455

Lauren Callighen  
Press Secretary, Government of Ontario  
[Lauren.Callighen@ontario.ca](mailto:Lauren.Callighen@ontario.ca)  
416 325 5982

Jessica Sanchez  
Kids Now  
[jsanchez@kidsnowcanada.org](mailto:jsanchez@kidsnowcanada.org),  
416 488 4848

## **BACKGROUNDER**

URL for parents, teachers and police officers about understanding what to do when a child is being bullied.

<http://www.pao.ca/pinkisthenewblue/>

Hashtag for social media: *#lovethyselfiepledge*



**Pink**  
is the new  
**Blue**

Take a selfie with your local police officer and share on social media. Together, we can create greater awareness of bullying prevention.



**kids.now**

**PAO**  
POLICE ASSOCIATION OF ONTARIO

Click here to find out more:  
[www.pao.ca/pinkisthenewblue](http://www.pao.ca/pinkisthenewblue)