WITS

PINK SHIRT DAY CANADA

Spread Kindness
to help reduce bullying & discrimination!

We invite you to join us in supporting Pink Shirt Day Canada, a national movement dedicated to raising awareness and reducing bullying and discrimination in schools, workplaces, and communities. Each year, individuals and organizations across the country come together to promote kindness, inclusion, and respect, creating safer spaces for everyone. Sponsors have the unique opportunity to amplify this important message and showcase your commitment to fostering a culture of empathy and positive social change. Together, we can make a lasting impact on the lives of youth and marginalized groups across Canada.

Every contribution, whether it's joining us in wearing pink, posting our free Pink Shirt Day graphics, practicing kindness and acceptance, or donating to effective programs like ours, can change a life.

Sponsorship Package

www.pinkshirtdaycanada.ca

Proceeds from sponsorship help deliver Pink Shirt Day Canada and the WITS Foundation's work to spread kindness in schools across Canada, year-round.

This proposal outlines our initial thoughts and ideas. We look forward to being inclusive of your team's values and goals: let us know your ideas for collaboratively building a partnership.

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February 24, 2027

What is Pink Shirt Day?

In 2007 in Berwick, Nova Scotia, after a new student at school was bullied for wearing a pink shirt, two grade 12 students got online to encourage classmates to support the new student by coming to school wearing pink. They bought all the pink shirts they could afford and went to school the day distribute the shirts. To their surprise, the majority of students arrived wearing pink! With that act of kindness, Pink Shirt Day was born.

Many countries now recognize specific days for raising awareness about the prevention of bullying and promoting kindness and inclusion. Many students have heard the Pink Shirt Day message from kindergarten through to their high school graduation. The movement continues to grow. In Canada, **the last Wednesday of each February is National Pink Shirt Day**.

Pink Shirt Day Canada is an interactive show designed just for schools hosted by WITS Foundation. In this 45-minute Show, we'll talk about being kind, hear from youth and award-winning authors, honour Indigenous peoples, hear from students about their own kindness projects, ask our special guest questions, play a game with chances to win prizes, and leave you feeling fueled with kindness for Pink Shirt Day!

Pink Shirt Day Canada reaches over 500 schools and more than 10,000 children, youth, and families nationally each year.

Host: WITS Foundation

Pink Shirt Day Canada show is presented by the WITS Foundation, a Canadian charitable organization, whose mission is to create safe environments for children and youth. WITS Foundation has positively impacted over one million Canadian school students through programs like WITS, Pink Shirt Project and Focus Modules. In addition, WITS partners with the Naut'sa mawt Resource Group to sell authentically Indigenous-designed pink shirts every Pink Shirt Day.

Most notably, the WITS program has been proven effective to reduce peer victimization (discrimination and bullying) and have been started in over 1500 schools in Canada. Since 1995, Children across the country have learned to use their WITS to prevent bullying and discrimination.

Learn more about WITS ×

Learn more about Pink Shirt Day ×