



BRANT HALDIMAND NORFOLK
Catholic District School Board

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Carol Luciani – Chair of the Board | Mike McDonald - Director of Education & Secretary

January 22, 2025

Dear Members of the BHNCD SB Community,

We are excited to announce that our schools will be celebrating **Pink Shirt Day** on **Wednesday, February 26, 2025**. This annual event is an important opportunity for students, staff, and the broader community to come together to promote kindness, acceptance, and inclusion, while standing united against bullying.

What is Pink Shirt Day?

Pink Shirt Day began in Canada in 2007 as a grassroots movement when two students took a stand against bullying by encouraging their peers to wear pink in support of a classmate. It has since grown into an internationally recognized initiative that raises awareness about the impact of bullying and the importance of fostering empathy, respect, and understanding in our schools.

Theme for 2025: “Cultivating a Community of Kindness”

This year’s theme, “Cultivating a Community of Kindness,” emphasizes the importance of nurturing an environment where kindness grows, and everyone feels supported and valued. As Pilgrims of Hope, our faith calls us to value and respect each person’s dignity. We encourage students, staff, and families to think about how their actions can contribute to building a stronger, more inclusive community.

How to Participate

1. **Wear Pink:** Show your support by wearing a pink shirt or any pink accessory on February 26.
2. **Engage in Activities:** Be a part of your school events such as assemblies, classroom discussions, and art projects centered around kindness, anti-bullying, and inclusivity.
3. **Share on Social Media:** Join the conversation by sharing your Pink Shirt Day moments on social media using the hashtag **#PinkShirtDay2025**. Let’s spread the message far and wide!
4. **Support a Cause:** Consider donating to or supporting organizations that work to prevent bullying and promote mental health.

Resources

To help guide discussions and activities, we will provide schools with:

- Age-appropriate lesson plans and resources.
- Suggestions for books, videos, and activities that highlight the themes of kindness and inclusion.



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Call to Action

We invite everyone to embrace the spirit of Pink Shirt Day by actively demonstrating kindness and empathy in your daily interactions. Together, we can create a community where everyone feels valued, supported, and safe.

Thank you for your ongoing commitment to fostering a positive and inclusive school environment. Let's make Pink Shirt Day 2025 a memorable celebration of kindness and unity!

Warm regards,

BHNCDSB District Safe and Accepting Schools Team