



Boys & Girls Clubs of Canada
Clubs Garçons & Filles du Canada

MEDIA RELEASE

Boys and Girls Clubs of Canada Raises Awareness on Bullying

FOR IMMEDIATE RELEASE: MARKHAM, ON (November 13, 2006) – Across Canada, a child or youth is bullied every seven minutes in a playground and every 25 minutes in a classroom. Even more shocking is the increase in online bullying. Be it physical violence, extortion, threats or name-calling, bullying has become an increasingly worrisome problem in urban, suburban and rural centres.

In an attempt to raise greater awareness and understanding of this important issue, Boys and Girls Clubs of Canada (BGCC) has developed a pamphlet on bullying, which it is promoting during *National Bullying Awareness Week*, November 13 to 18, 2006. **"Bullying: What you should know. What you can do"** offers a valuable resource for parents and caregivers and is available for download at www.bgccan.com.

Developed with the support of Sears Canada's Sears Young Futures community investment program, the pamphlet informs parents and caregivers about how to identify signs of bullying and the steps to take to get assistance and support. It encourages them to speak to their children about what bullying is. It also encourages bystanders to step forward and be a friend to the victim by leading them away from the situation or getting help.

"Those who are bullied too often don't seek out help, which can lead to extreme emotional distress, sometimes resulting in violent and tragic outcomes," says Pam Jolliffe, President and CEO of Boys and Girls Clubs of Canada. "Bullying cannot simply be brushed aside as a normal part of growing up. All children and youth, whether they are bullied or the bullies, need help from adults and role models to deal with this situation." Many bystanders know bullying is wrong, but are too afraid to come forward and speak up.

According to Dr. Michele Borba, renowned parenting expert and author of numerous parenting books such as, *Nobody Likes Me, Everybody Hates Me*, parents should take their child's complaints seriously and explain to them that they're not alone. "The best way to help children not become victims of bullies is by teaching them bully-proofing skills," she says. Dr. Borba will speak to Canadian parents and other caregivers and educators on the topic of bullying during a speaking tour in association with Boys and Girls Clubs of Canada from April 2-6, 2007. The tour, sponsored by Sears Canada, will stop at select cities across Canada, starting in Toronto.

Many of the 700 Boys and Girls Club locations in communities across Canada implement programs that take a preventative approach to bullying and youth violence, by targeting low self-esteem and poor communication skills. By reinforcing the message that any form of bullying is wrong and should be stopped, the Clubs assist young people in taking a proactive approach to addressing bullying.

More...

About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading provider of programs that support the healthy physical, educational and social development of more than 178,000 children, youth and their families each year. In 700 community locations across Canada, clubs offer after-school programs in physical recreation, technology, the arts, personal growth and more. Many clubs also provide meals, emergency shelter, family support programs and other supports to children and youth at risk. Boys and Girls Clubs have been helping young Canadians to discover, develop and achieve their potential, for over 100 years. To learn more, visit: www.bgccan.com.

For more information, please contact:

Carol Davies
National Communications
Boys and Girls Clubs of Canada
905 / 477 - 7272
cdavies@bgccan.com