



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

## MEDIA RELEASE

### BOYS AND GIRLS CLUBS OF CANADA AND SEARS CANADA HELP EMPOWER PARENTS TO "TAKE A STAND AGAINST BULLYING AND VIOLENCE"

*Renowned child development expert Dr. Michele Borba appears in  
TORONTO, CALGARY and VANCOUVER, April 3-5, 2007*

**FOR IMMEDIATE RELEASE:** *MARKHAM, ON (February 15, 2007)*... Boys and Girls Clubs of Canada (BGCC) and sponsor Sears Canada present *Take a Stand against Bullying and Violence* featuring internationally renowned child development expert and award-winning author **Dr. Michele Borba**. An entertaining and inspirational speaker, Dr. Borba offers parents and caregivers practical and proven strategies to help bully-proof their children, strengthen their self-esteem, and build strong families and safe communities. *Take a Stand against Bullying and Violence* will take place in Toronto (April 3), Calgary (April 4), and Vancouver (April 5). Admission is pay-what-you-can, all donations benefit local Boys and Girls Clubs.

"Bullying and violence are a major concern for today's youth and parents are often at a loss on what steps to take to help their children deal with incidents. Boys and Girls Clubs throughout Canada already offer programs such as anger management and conflict resolution to help children deal with this pervasive issue they face in their schools and neighbourhoods. Through the *Take a Stand against Bullying and Violence* presentations, we hope to partner with parents in our continuing efforts to stop violence, bullying and cruelty in our communities," said Pam Jolliffe, President and CEO, BGCC.

*Take a Stand against Bullying and Violence* will empower Canadian parents with tools to confidently teach children how to stand up to bullying and violence, including:

- Ways to avoid being bullied and handle teasing and put downs
- How to escape safely from potentially dangerous situations
- Warning signs to know when your child is a bully or bullied
- How to protect kids from cyber-bullying
- Learn the C.A.L.M. approach to defuse bullying
- Anger management strategies
- How to teach empathy
- How to handle cliques and navigate the social jungle
- 9 Ways to keep violence out of your family's world
- 7 Deadly Myths about Violence

"Education is key to the success of children and it is important that we educate children and adults about bullying and its consequences for both the bully and the victim," said Vincent Power, Director, Corporate Communications, Sears Canada Inc. "We have a long standing tradition with Boys and Girls Clubs of Canada and through our after-school initiatives we have offered programs on bullying prevention, anger management and conflict resolution. We're thrilled to help enable Michele Borba to equip Canadian parents with skills and strategies to assist their children."

A highly respected and sought-after child development expert, Dr. Borba has given lectures and workshops to over one million parents and teachers on four continents and is a frequent guest expert on hundreds of television and radio programs in Canada and the US including *Canada AM*, *The Today Show* and *The View*.

More...

Dr. Borba is the award-winning author of 21 books including *Nobody Likes Me, Everybody Hates Me!*, *Building Moral Intelligence*, *Parents Do Make a Difference*, *No More Misbehavin'*, and *12 Simple Secrets Real Moms Know: Getting Back to Basics and Raising Happy Kids*. Her research-based work is hailed worldwide by parents, educators, law enforcement, government, and organizations for helping to make homes, schools, and communities safe and caring places. Her proposal: "Ending School Violence and Student Bullying" (SB1667) was signed into California law in 2002.

A former classroom and college teacher, Dr. Borba has had a wide range of teaching experience, including work in regular education as well as work with children with learning, physical, behavioral, and emotional disabilities. She and her husband were partners in a private practice for troubled youth. She received a Doctorate in Educational Psychology and Counseling from the University of San Francisco; M.A. in Learning Disabilities and B.A. from the University of Santa Clara, and earned a Life Teaching Credential. She lives in Palm Springs, California with her husband and has three grown sons.

### ***Take a Stand against Bullying and Violence Schedule***

#### **TORONTO**

**DATE & TIME:** Tuesday, April 3, 2007 at 7:00 P.M.  
**VENUE:** Isabel Bader Theatre (93 Charles Street West, Toronto)  
**TICKET PRICE:** Pay-what-you-can  
All donations benefit Boys and Girls Clubs of Greater Toronto  
Pre-register at [www.bgccan.com](http://www.bgccan.com)  
**INFORMATION LINE:** 905.477.7272 ext. 300

#### **CALGARY**

**DATE & TIME:** Wednesday, April 4, 2007 at 7:00 P.M.  
**VENUE:** Bishop McNally High School (5700 Falconridge Blvd NE, Calgary)  
**TICKET PRICE:** Pay-what-you-can  
All donations benefit Boys and Girls Clubs of Calgary  
Pre-register at [www.bgccan.com](http://www.bgccan.com)  
**INFORMATION LINE:** 403.717.2680

#### **VANCOUVER**

**DATE & TIME:** Thursday, April 5, 2007 at 6:30 P.M.  
**VENUE:** Sheraton Vancouver Guildford Hotel (15269 104<sup>th</sup> Avenue, Surrey)  
**TICKET PRICE:** Pay-what-you-can  
All donations benefit Boys and Girls Clubs of Greater Vancouver  
Pre-register at [www.bgccan.com](http://www.bgccan.com)  
**INFORMATION LINE:** 604.879.6554

Boys and Girls Clubs of Canada is a leading provider of programs to children and youth that support the healthy physical, educational and social development of more than 178,000 young people 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, youth and families 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](http://www.bgccan.com).

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