



Boys and Girls Clubs of Canada
Clubs Garçons et Filles du Canada



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Barbara Coloroso
Internationally recognized Parent Educator and Best Selling Author
to Speak on Bullying at Boys and Girls Clubs of Canada (BGCC)
National Conference in Kelowna, BC

FOR IMMEDIATE RELEASE: **MARKHAM (April 23, 2004)** – Bullying is increasingly being seen as a serious threat to the healthy emotional development of children. It can be the cause of serious emotional distress, injury or even death among children and youth, and yet it all too often goes unreported by bystanders and victims, and unrecognized by adults who may view it as “teasing” and a normal part of growing up.

Thanks to the generous support of Sears Canada’s Sears Young Futures program, Barbara Coloroso, one of the world’s most trusted parent educators and author of two international best sellers, will discuss her latest book, *“The Bully, the bullied and the bystander: From Pre-school to High School – How Parents and Teachers Can Help Break the Cycle of Violence”*, with over 400 Boys and Girls Club practitioners from across Canada. The talk will take place at the BGCC National Conference being held at the Grand Okanagan Lakefront Resort in Kelowna, BC from April 28 – May 1, 2004.

Coloroso will also speak at a special public community event on the same topic on Friday, April 30, 2004 at the Kelowna Community Theatre. Both events are being hosted by the Okanagan Boys and Girls Clubs and sponsored by Sears Canada.

“Staff and volunteers at our 101 clubs across the country deal with the emotional and physical damage done by bullying and schoolyard and community violence every day,” said Pam Jolliffe, National Executive Director, Boys and Girls Clubs of Canada, “which is why we’re so thrilled that our good partner Sears Canada has provided us this opportunity to learn from such a pre-eminent authority on this issue.”

“Bullying is a serious social issue that needs to be better understood and addressed both in schools and the larger community,” said Sheena Wrigglesworth, Manager, Community Investment and Event Marketing. “We are pleased to be able to bring such a highly regarded authority on this issue, and on overall child development, to share her expertise with parents and other care-givers in the Kelowna community.”

Tickets for the public event are available for \$10 each. To purchase tickets, contact the Okanagan Boys and Girls Clubs.

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About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada (BGCC) is a leading national youth organization established over 100 years ago. BGCC's network of 101 community-based clubs help children and youth reach their full potential, by providing safe, fun and stimulating recreational, educational and social development programs. Club programs aim to build skills, develop character and foster self-esteem in children and youth, so that they can become healthy, contributing adults. Clubs currently offer services to 150,000 children and youth in 430 communities nationwide. Please visit www.bgccan.com for more details.

About the Okanagan Boys and Girls Clubs

Okanagan Boys and Girls Clubs is a vibrant, registered non-profit organization that provides a full range of programs and services to children, youth and families. The Okanagan Boys and Girls Clubs are part of the Boys and Girls Club of Canada, a national non-profit organization. Our programs and services have grown with our communities to address the developmental, personal, social, and recreational needs of children, youth and their families. Programs range from licensed daycare, youth drop-in centres, parents together to restorative justice programs, to name only a few of the dozens of programs and services offered. The Okanagan Boys and Girls Clubs serve a population of 300,000 from Enderby to Osoyoos, and have been operating for over 42 years since the inception of the Kelowna Boys Club in 1959. Our programs operate 365 days a year, 24 hours a day, 7 days a week. 825 young people come through our doors every day and benefit from our services, for a total of over 300,000 visits per year.

About Sears Canada

Sear Canada has been a strong supporter of BGCC for close to 40 years. Sears Young Futures, the community investment program of Sears Canada, supports organizations that provide enriching after-school programming that inspires children and youth to believe in themselves. Additional funds are raised through in-store campaigns and customer donations of Sears Club points. Sears Young Futures has donated more than \$13 million to non-profit organizations since its inception 10 years ago.

Sears Canada is a multi-channel retailer with a network of 123 Full-Line stores, 46 Sears Home stores, over 2,200 catalogue merchandise pick-up locations, 144 dealer stores, 14 outlet stores, 51 floor covering centres, 50 auto centres, 110 Sears Travel offices and a nationwide maintenance, repair, and installation network. The Company also publishes Canada's most extensive general merchandise catalogue and offers shopping online at www.sears.ca.