



## **Toys“R”Us Canada joins the fight against bullying with its annual Pink Shirt giveaway**

**Toronto, February 27, 2019** - Toys“R”Us Canada showed its support leading up to Pink Shirt Day by handing out more than 8,000 ‘Be a Buddy, Not a Bully’ pink shirts to the first 100 customers at each of its 82 stores across Canada, as well as its Toybox pop-up store in Guelph, Ontario. Toys“R”Us Canada employees across the country also wore the same pink shirts today, Pink Shirt Day, to further their support of the anti-bullying campaign.

Pink Shirt Day, also known as Anti-Bullying Day, started as a small act of kindness in 2007 by two Nova Scotia students who noticed a fellow male classmate being bullied for wearing pink. To offer their support, the two students rallied some 50 students to arrive at school the following day wearing pink shirts in solidarity. Since then, the pink shirt has grown to become an international symbol uniting people around the world as they stand together against bullying.

“Children have a right to grow up without the fear of being bullied”, says Melanie Teed-Murch, president of Toys“R”Us Canada. “Play is one of the most important building blocks of any healthy and peaceful society, but we can’t enjoy play when youth in our community are feeling unsafe or intimidated.”

As social media furthers its presence in the everyday lives of youth, there are more opportunities than ever for kids to experience bullying online, as well as in person. According to a [survey](#) conducted by PREV Net, 75% of Canadians admit to having been affected by bullying on some level and over one third of Canadian teens say they have witnessed cyberbullying.

“We’re proud to use our platform, reach and resources to help raise awareness on the issues surrounding bullying and encourage children to play,” says Teed-Murch. “We will continue our fight against bullying as we collectively work towards a better tomorrow.”

For further information on Toys“R”Us Canada, visit [toysrus.ca](http://toysrus.ca).

**About Toys“R”Us (Canada) Ltd (“Toys “R” Us Canada”):** Since 1984, Toys“R”Us Canada has been Canada’s dedicated specialty retailer of toys and baby products. The company brings national brands, exclusive products, innovative loyalty programs and unique partnerships to Canadians at its 82 stores across Canada and through its e-commerce sites Toysrus.ca and Babiesrus.ca. Committed to giving back to its communities, the company focuses its charity efforts on supporting children and their families – whether enhancing resources and services, helping

development through play or offering encouragement to seriously ill children. Toys"R"Us Canada is a subsidiary of Fairfax Financial Holdings Limited.

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